

**EXHIBIT C**  
**(Part 1 of 4)**

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

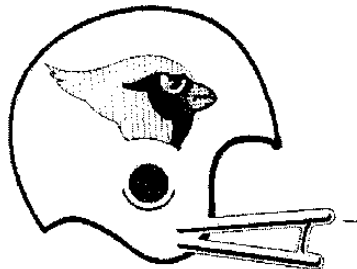
Renewal

Reg. No. 870,653

Registered June 3, 1969

OG Date July 4, 1989

SERVICE MARK  
PRINCIPAL REGISTER



B & B HOLDINGS, INC. (ARIZONA CORPORATION)

51 WEST THIRD ST., SUITE 500

TEMPE, AZ 85281, DBA PHOENIX CARDINALS, ASSIGNEE OF CHICAGO CARDINALS FOOTBALL CLUB (ILLINOIS CORPORATION), DBA ST. LOUIS FOOTBALL CARDINALS, ST. LOUIS, MO

THE FOOTBALL HELMET IS DISCLAIMED APART FROM THE MARK AS A WHOLE

THE DRAWING IS LINED FOR THE COLORS RED AND YELLOW.

FOR ENTERTAINMENT SERVICES—NAMESLY, FOOTBALL EXHIBITIONS RENDERED LIVE IN STADIA AND THROUGH THE MEDIA OF RADIO AND TELEVISION BROADCASTS, IN CLASS 107 (INT. CL. 41).

FIRST USE 0-0-1960; IN COMMERCE 0-0-1960.

SER. NO. 302,554, FILED 7-12-1968.

*In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on July 4, 1989.*

COMMISSIONER OF PATENTS AND TRADEMARKS

**Int. Cl.: 41**

**Prior U.S. Cl.: 107**

**United States Patent and Trademark Office**

**Reg. No. 1,209,145**

**Registered Sep. 14, 1982**

**SERVICE MARK**

**Principal Register**

**CARDINALS**

St. Louis Football Cardinals, Inc. (Missouri  
corporation)  
200 Stadium Plz.  
St. Louis, Mo. 63102

For: ENTERTAINMENT SERVICES RENDERED IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Mar. 13, 1960; in commerce Mar. 13, 1960.

Ser. No. 333,251, filed Oct. 19, 1981.

R. M. FEELEY, Primary Examiner

PETER T. GELISSEN, Examiner

Int. Cl.: 41

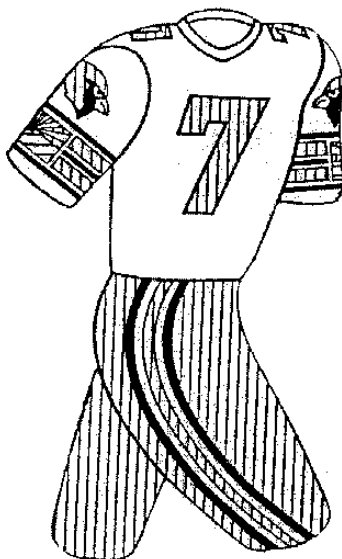
Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

**Reg. No. 1,674,588**

Registered Feb. 4, 1992

**SERVICE MARK  
PRINCIPAL REGISTER**



B & B HOLDINGS, INC. (ARIZONA CORPORATION), DBA PHOENIX CARDINALS  
51 WEST THIRD STREET, SUITE 500  
TEMPE, AZ 85281

FOR: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 8-0-1989; IN COMMERCE 8-0-1989.

OWNER OF U.S. REG. NOS. 1,224,593 AND 1,228,995.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "7", APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE COLORS RED AND BLUE.

THE DRAWING IS A TWO-DIMENSIONAL REPRESENTATION OF THE MARK, WHICH CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL UNIFORM WORN BY PLAYERS IN GAMES AND EXHIBITIONS.

SER. NO. 74-121,636, FILED 12-7-1990.

JESSIE B. WARMAN, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

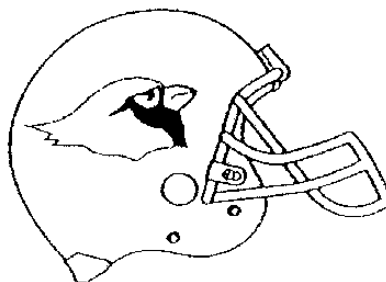
Prior U.S. Cls.: 2, 37, 38 and 39

United States Patent and Trademark Office

Reg. No. 1,810,720

Registered Dec. 14, 1993

TRADEMARK  
PRINCIPAL REGISTER



B&B HOLDINGS, INC. (ARIZONA CORPORATION), DBA PHOENIX CARDINALS  
51 WEST THIRD STREET, SUITE 500  
TEMPE, AZ 85281

FOR: TRADING CARDS, POSTERS, FOOTBALL MAGAZINES, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, SERIES OF BOOKS ABOUT FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37 AND 38).  
FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEAD-

BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).  
FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 870,653.

SER. NO. 74-314,640, FILED 9-17-1992.

CHERYL BUTLER, EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,  
101, and 107

**United States Patent and Trademark Office**

Reg. No. 2,125,896

Registered Dec. 30, 1997

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**ARIZONA CARDINALS**

B&B HOLDINGS, INC. (ARIZONA CORPORATION)  
8701 SOUTH HARDY DRIVE  
P.O. BOX 888  
TEMPE, AZ 85284280

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NOTEPADS, STICKERS, AND BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 3-17-1994; IN COMMERCE 6-0-1994.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, JERSEYS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, PARKAS, SLEEPWEAR, NAMELY, ROBES AND PAJAMAS, GLOVES, SCARVES, APRONS, BOOTS AND

SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-0-1994; IN COMMERCE 6-0-1994.

FOR: GOLF BAGS, BOWLING BALLS, GOLF BALLS, BOWLING BAGS, FOOTBALLS, GOLF CLUB COVERS, AND GOLF CLUBS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-0-1994; IN COMMERCE 6-0-1994.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-5-1994; IN COMMERCE 8-5-1994.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ARIZONA", APART FROM THE MARK AS SHOWN.

SN 74-500,880, FILED 3-16-1994.

JUDITH GRUNDY, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 3,058,382

Registered Feb. 14, 2006

SERVICE MARK  
PRINCIPAL REGISTER



B & B HOLDINGS, INC. (ARIZONA CORPORATION)  
8701 SOUTH HARDY DRIVE  
P.O. BOX 888  
TEMPE, AZ 852842800

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-0-1996; IN COMMERCE 9-0-1996.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THE NUMERAL 9", APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE COLORS RED AND BLACK.

THE MARK CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL UNIFORM WORN BY PLAYERS IN APPLICANT'S GAMES AND EXHIBITIONS.

SEC. 2(F).

SER. NO. 76-436,399, FILED 7-31-2002.

SHARI SHEFFIELD, EXAMINING ATTORNEY

# United States Patent Office

826,565

Registered Mar. 28, 1967

PRINCIPAL REGISTER  
Service Mark

COMB. AFF. SEC 8 & 15

Ser. No. 241,134, filed Mar. 16, 1966

ATLANTA FALCONS

The Five Smiths, Inc. (Georgia corporation) —  
P.O. Box 6207, Station "H"  
Atlanta, Ga.

For: FURNISHING ENTERTAINMENT SERVICES  
IN THE NATURE OF PROFESSIONAL FOOTBALL  
EXHIBITIONS, in CLASS 107.

First use no later than Oct. 28, 1965; in commerce no  
later than Oct. 28, 1965.

Applicant disclaims the word "Atlanta" apart from the  
mark as shown.

M. H. MARKS, Examiner.

Renewed for 20 years from Mar. 28, 1987

COMB. AFF. SEC. 8 & 15

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION  
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION  
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-  
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT  
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE  
TO BE IN: Registrant

Attest

DEC 10 1992

Attesting Officer

Acting Commissioner of Patents and Trademarks



Int. Cl.: 41

Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

**Reg. No. 1,164,961**

Registered Aug. 11, 1981

**SERVICE MARK**

Principal Register

**FALCONS**

The Five Smiths, Inc. (Georgia corporation)  
521 Capitol Ave., SW.  
Atlanta, Ga. 30312

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 1, 1966; in commerce Aug. 1, 1966.  
Owner of U.S. Reg. Nos. 826,565, 826,566 and  
830,138.

Ser. No. 189,711, filed Apr. 6, 1979.

DAVID SOROKA, Primary Examiner

DAVID A. HERDMAN, Examiner

REGISTERED FOR A TERM OF 20 YEARS FROM Aug. 11, 1981

COMB. AFF. SEC. 8 & 15

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION  
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION  
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-  
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT  
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE  
TO BE IN: Registrant

Attest

DEC 10 1992

*Angela R. Ray*  
Attesting Officer

*James B. Loney*

Acting Commissioner of Patents and Trademarks

Int. Cl.: 41

Prior U.S. Cl.: 107

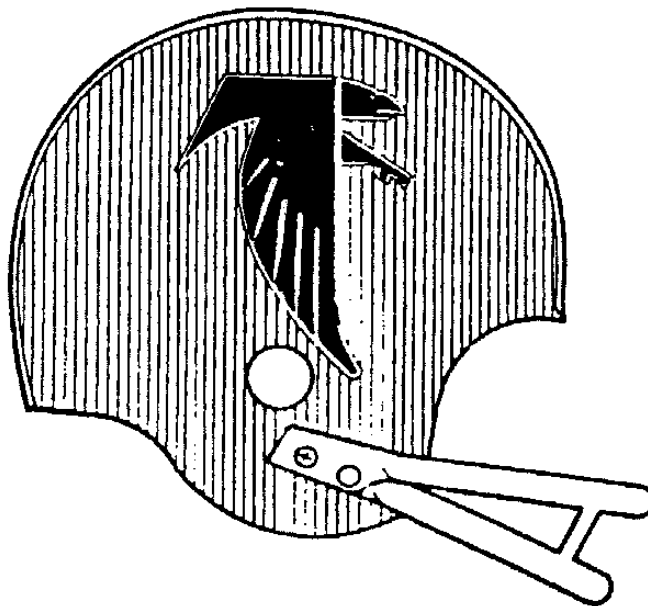
United States Patent and Trademark Office

Reg. No. 1,190,252

Registered Feb. 16, 1982

SERVICE MARK  
Principal Register

5  
117



The Five Smiths, Inc. (Georgia corporation)  
521 Capitol Ave., SW,  
Atlanta, Ga. 30312

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 1, 1966; in commerce Aug. 1, 1966  
Owner of U.S. Reg. No. 826,566.

No claim is made to exclusive use of the outline of  
a football helmet design apart from the mark as  
shown.

The drawing is lined for the color red.

Ser. No. 279,137, filed Sep. 24, 1980.

B. H. VERTIZ, Primary Examiner

BRUCE A. TASSAN, Examiner

Int. Cl.: 41

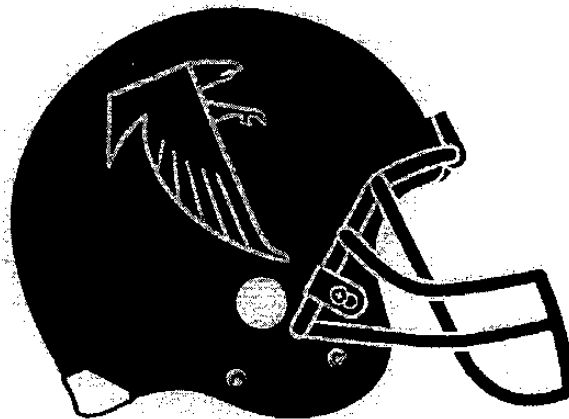
Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

Reg. No. 1,708,819

Registered Aug. 18, 1992

**SERVICE MARK  
PRINCIPAL REGISTER**



FIVE SMITHS, INC., THE (GEORGIA CORPORATION)  
SUWANEE ROAD AT I-85  
SUWANEE, GA 30174

FOR: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.  
CL. 107).

FIRST USE 9-0-1990; IN COMMERCE  
9-0-1990.

OWNER OF U.S. REG. NO. 1,190,252.  
NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE THE REPRESENTATION OF  
THE OUTLINE OF A FOOTBALL HELMET  
DESIGN, APART FROM THE MARK AS  
SHOWN.

SER. NO. 74-203,150, FILED 9-13-1991.

JOAN LESLIE BISHOP, EXAMINING ATTOR-  
NEY

Int. Cl.: 41

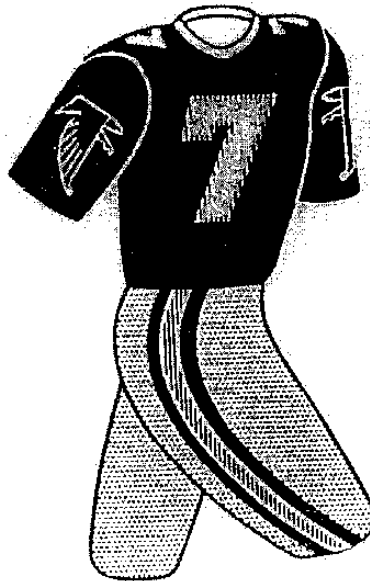
Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

**Reg. No. 1,796,103**

Registered Sep. 28, 1993

**SERVICE MARK  
PRINCIPAL REGISTER**



FIVE SMITHS, INC., THE (GEORGIA CORPORATION)  
SUWANEE ROAD AT I-85  
SUWANEE, GA 30174

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "7" OR THE OUTLINE OF THE UNIFORM, APART FROM THE MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 8-0-1990; IN COMMERCE 8-0-1990.

OWNER OF U.S. REG. NOS. 826,566 AND 1,228,989.

THE MARK IS LINED FOR THE COLORS RED AND SILVER.

THE DRAWING IS A TWO-DIMENSIONAL REPRESENTATION OF THE MARK, WHICH CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATION APPEARING ON A

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

**United States Patent and Trademark Office**

Reg. No. 1,921,887

Registered Sep. 26, 1995

**TRADEMARK  
PRINCIPAL REGISTER**

**ATLANTA FALCONS** -

FIVE SMITHS, INC., THE (GEORGIA CORPORATION)  
SUWANEE ROAD AT I-85  
SUWANEE, GA 30174

FOR: MAGAZINES AND BOOKS RELATING TO PROFESSIONAL FOOTBALL, TRADING CARDS, POSTERS, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER PLATES, PAPER CUPS, PAPER HATS, AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, CLOTH BIBS AND KNIT SKI MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS,

SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 29).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

OWNER OF U.S. REG. NOS. 826,565, 830,138 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ATLANTA", APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-275,102, FILED 5-13-1992.

CHERYL LYNN BLACK, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

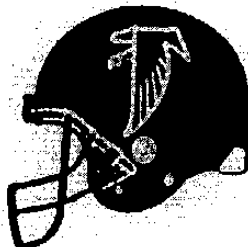
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

**United States Patent and Trademark Office**

Reg. No. 1,925,375

Registered Oct. 10, 1995

**TRADEMARK  
PRINCIPAL REGISTER**



FIVE SMITHS, INC., THE (GEORGIA CORPORATION)  
SUWANEE ROAD AT I-85  
SUWANEE, GA 30174

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS RELATING TO PROFESSIONAL FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT SKI MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUS-

PENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 8-0-1966; IN COMMERCE 8-0-1966.

OWNER OF U.S. REG. NOS. 826,566, 1,190,252, AND 1,207,570.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE THE PICTORIAL REPRESENTATION OF A FOOTBALL HELMET, APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 74-275,111, FILED 5-13-1992.

CHERYL LYNN BLACK, EXAMINING ATTORNEY

Int. Cls.: 9, 16, 25, 28, and 41

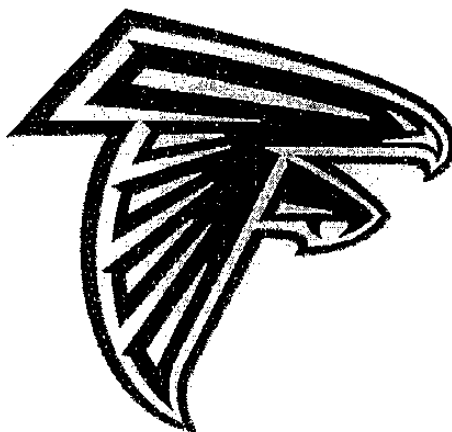
Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 39,  
50, 100, 101, and 107

Reg. No. 2,953,278

United States Patent and Trademark Office

Registered May 17, 2005

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



ATLANTA FALCONS FOOTBALL CLUB, LLC  
(GEORGIA LIMITED LIABILITY JOINT  
STOCK COMPANY)  
4400 FALCON PARKWAY  
FLOWERY BRANCH, GA 30542

FOR: FOOTBALL HELMETS, TELEPHONES,  
CELL PHONE COVERS NOT MADE OF PAPER,  
CELL PHONE STRAPS, MAGNETICALLY ENCO-  
DED PREPAID TELEPHONE CALLING CARDS,  
MAGNETICALLY ENCODED CHARGE CARDS,  
DECORATIVE MAGNETS, PRERECORDED COM-  
PACT DISCS, AUDIO TAPES, VIDEOTAPES AND  
DVD'S FEATURING THE SPORT OF FOOTBALL,  
COMPUTER GAME SOFTWARE AND DISKS AND  
VIDEO GAME CARTRIDGES, COMPUTER MOUSE  
PADS, CAMERA CASES, SUNGLASSES, EYEGLASS  
CASES, EYEGLASS CHAINS, BINOCULARS, LIGHT  
SWITCH PLATES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36  
AND 38).

FIRST USE 3-30-2003; IN COMMERCE 4-30-2003.

FOR: POSTERS, CALENDARS, TRADING  
CARDS, SERIES OF BOOKS RELATING TO FOOT-  
BALL, MAGAZINES RELATING TO FOOTBALL,  
NEWSLETTERS RELATING TO FOOTBALL, NOTE-  
PADS, STICKERS, BUMPER STICKERS, CREDIT  
CARDS WITHOUT MAGNETIC CODING, PAPER  
PENNANTS AND GREETING CARDS; PRINTED

TICKETS TO SPORTS GAMES AND EVENTS; NON-  
MAGNETICALLY CODED PREPAID PHONE  
CARDS, PENS AND PENCILS, PENCIL CASES,  
RUB ON DECORATIVE TRANSFERS, NOTE PA-  
PER, PICTORIAL PRINTS, PICTURE POSTCARDS,  
ART PICTURES, STATIONERY, ENVELOPES, STA-  
TIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS,  
SCRAPBOOK ALBUMS, RING BINDERS, CHECK-  
BOOK COVERS, TISSUE PAPER, WRAPPING PA-  
PER, PAPER TABLE CLOTHS, PAPER NAPKINS,  
PAPER PARTY HATS, PAPER PARTY INVITA-  
TIONS, PAPER GIFT CARDS; PAPER GIFT BAGS,  
PAPER GIFT BOXES, PAPER DECORATIONS, COL-  
LECTIBLE SPORTS CARDS; COLLECTIBLE CARD  
AND MEMORABILIA HOLDERS, SOUVENIR PRO-  
GRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S.  
CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-15-2003; IN COMMERCE 4-15-2003.

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING, NAMELY, FLEECE TOPS AND BOT-  
TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-  
SHIRTS, SHORTS, TANK TOPS, JEANS,  
SWEATERS, PANTS, JACKETS, TURTLENECKS,  
JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT  
SHIRTS, JERSEYS, WRISTBANDS, WARM UP  
SUITS, SWIMWEAR, WIND RESISTANT JACKETS,  
RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES,  
SUSPENDERS, CLOTH BABY BIBS, SLEEPWEAR,

NAMELY, ROBES, NIGHT SHIRTS, AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-19-2003; IN COMMERCE 3-30-2003.

FOR: TOYS AND SPORTING GOODS, NAMELY, PLUSH TOYS, STUFFED TOY ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, , FOOTBALLS, TOY BANKS, BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIGSAW PUZZLES, TOY AND DECORATIVE WINDSOCKS, KITES, TOY TRUCKS, BILLIARD BALLS, DART BOARDS, TOY REPLICAS, MINIATURE FOOTBALL HELMETS, AND PLAYING CARDS , IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-1-2003; IN COMMERCE 4-15-2003.

FOR: EDUCATIONAL AND ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND COMMUNITY EVENT INFORMATION VIA A GLOBAL COMPU-

TER NETWORK; ORGANIZATION OF COMMUNITY SPOTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, CONDUCTING PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS; ENTERTAINMENT IN THE NATURE OF FOOTBALL GAMES AND EXHIBITIONS IN THE NATURE OF FOOTBALL AND GOLF; COMPETITIONS IN THE FIELD OF SPORTS; ENTERTAINMENT IN THE NATURE OF LIVE MUSICAL, COMEDY AND DANCE PERFORMANCES; ENTERTAINMENT, NAMELY, A CONTINUING SPORTS SHOW BROADCAST VIA TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND RADIO BROADCAST; PRODUCTION AND DISTRIBUTION OF TELEVISION PROGRAMS AND MOTION PICTURE FILMS REGARDING THE SPORT OF FOOTBALL VIA A GLOBAL COMMUNICATION NETWORK , IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 3-19-2003; IN COMMERCE 3-19-2003.

SN 78-216,956, FILED 2-20-2003.

JOHN GARTNER, EXAMINING ATTORNEY



Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,  
101, and 107

Reg. No. 2,177,214

**United States Patent and Trademark Office**

Registered July 28, 1998

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**BALTIMORE RAVENS**

BALITMORE RAVENS, INC. (DELAWARE CORPORATION)  
200 ST. PAUL PLACE  
SUITE 2400  
BALTIMORE, MD 21202 BY CHANGE OF  
NAME FROM CLEVELAND BROWNS, INC.  
(DELAWARE CORPORATION) BERE, OH  
44017 CLEVELAND BROWNS, INC. (DELAWARE CORPORATION)

80 FIRST AVENUE  
P.O. BOX 679  
BERE, OH 44017

BY CHANGE OF NAME FROM CLEVELAND BROWNS, INC. (DELAWARE CORPORATION) BERE, OH 44017 CLEVELAND BROWNS, INC. (DELAWARE CORPORATION) BERE, OH 44017

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NOTEPADS, STICKERS, AND BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING USED IN THE PROMOTION OF A PROFESSIONAL FOOTBALL TEAM BY THE NAME OF THE BALTIMORE RAVENS, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, JERSEYS,

WARM UP SUITS, SOTHING USED IN THE PROMOTION OF A PROFESSIONAL FOOTBALL TEA ROBES AND PAJAMAS; GLOVES, SCARVES, APRONS, BOOTS AND SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: ATHLETIC BAGS SOLD EMPTY, GOLF BAGS, BOWWIMWEAR, WIND RESISTANT JACKETS, PARKAS; SLEEPWEAR, NAMELY, ROBES AND PAJAMAS; GLOVES, SCARVES, APRONS, BOOTS AND SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: ATHLETIC BAGS SOLD EMPTY, GOLF BAGS, BOWLING BALLS, GOLF BALLS, BOWLING BAGS, FOOTBALLS, GOLF CLUB COVERS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-0-1996; IN COMMERCE 4-0-1996.

FOR: ENTERTAINMENT SERVICES, NAMELY, PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 9-1-1996; IN COMMERCE 9-1-1996.

2

2,177,214

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "BALTIMORE", APART FROM  
THE MARK AS SHOWN.

SN 75-075,597, FILED 3-20-1996.

ANGELA M. MICHELI, EXAMINING ATTOR-  
NEY

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100, 101,  
and 107

United States Patent and Trademark Office

Reg. No. 2,497,192

Registered Oct. 9, 2001

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



BALTIMORE RAVENS, INC. (DELAWARE COR-  
PORATION)  
1101 OWINGS MILLS BOULEVARD  
OWINGS MILLS, MD 21117

FOR: POSTERS, CALENDARS, TRADING CARDS, BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, STICKERS, BUMPER STICKERS, PENS AND PENCILS, CREDIT CARDS, NOTE PADS, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS, NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS; PAPER GIFT BAGS, PAPER GIFT BOXES, COLLECTIBLE CARDS; COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES,

SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAME-  
LY, ROBES, NIGHT SHIRTS AND PAJAMAS, MIT-  
TENS, KNIT HATS AND CAPS, SCARVES, APRONS,  
HEADBANDS, EAR MUFFS AND UNDERWEAR,  
IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

FOR: TOYS AND SPORTING GOODS, PLUSH TOYS, STUFFED ANIMALS, PLAY FIGURES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, BOWLING BALLS, BOWLING BAGS, FOOTBALLS, TOY BANKS, HAND HELD UNIT FOR PLAYING ELECTRONIC GAMES; HAND HELD UNIT FOR PLAYING VIDEO GAMES; BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIGSAW PUZZLES, WINDSOCKS FOR TOY AND DECORATIVE PURPOSES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

FOR: ARRANGING AND CONDUCTING ATHLETIC COMPETITIONS, NAMELY PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING ON-LINE SPORTS AND ENTERTAINMENT INFORMATION VIA WEBSITES ON GLOBAL COMPUTER NETWORKS; FAN CLUBS, ENTERTAINMENT SERVICES, NAMELY, MUSICAL AND DANCE PERFORMANCES PROVIDED DURING INTERVALS AT SPORTS EVENTS; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION CLASSES; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, LIVE SHOWS FEATURING FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, COMEDY AND DANCE PERFORMANCES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-15-1999; IN COMMERCE 8-15-1999.

SN 76-035,798, FILED 6-11-1999.

JEFFREY S. MOLINOFF, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 953,350  
Registered Feb. 13, 1973  
Renewal Term Begins Feb. 13, 1993

**SERVICE MARK  
PRINCIPAL REGISTER**

**BUFFALO BILLS**

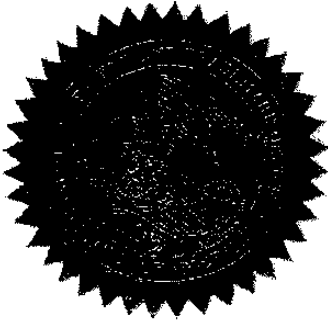
BUFFALO BILLS, INC. (NEW YORK CORPORATION)  
ONE BILLS DRIVE  
ORCHARD PARK, NY 14127, ASSIGNEE  
OF HIGHWOOD SERVICE, INC.  
(MICHIGAN CORPORATION), DBA  
BUFFALO BILLS, PONTIAC, MI

FOR: ENTERTAINMENT SERVICES—  
NAMELY, FOOTBALL EXHIBITIONS

RENDERED LIVE IN STADIA AND  
THROUGH THE MEDIA OF RADIO  
AND TELEVISION BROADCASTS, IN  
CLASS 107 (INT. CL. 41).

FIRST USE 12-0-1959; IN COMMERCE  
12-0-1959.

SER. NO. 72-412,756, FILED 1-17-1972.



*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 1, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,079,082

United States Patent and Trademark Office

Registered Dec. 6, 1977

10 Year Renewal

Renewal Term Begins Dec. 6, 1997

**SERVICE MARK  
PRINCIPAL REGISTER**

**BILLS**

BUFFALO BILLS, INC. (NEW YORK  
CORPORATION)  
1 BILLS' DRIVE  
ORCHARD PARK, NY 14127

OWNER OF U.S. REG. NO. 953,350.

FOR: EDUCATIONAL AND ENTER-  
TAINMENT SERVICES IN THE FORM

OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS  
41 (U.S. CL. 107).

FIRST USE 11-30-1959; IN COMMERCE  
11-30-1959.

SER. NO. 73-102,232, FILED 10-6-1976.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Mar. 17, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

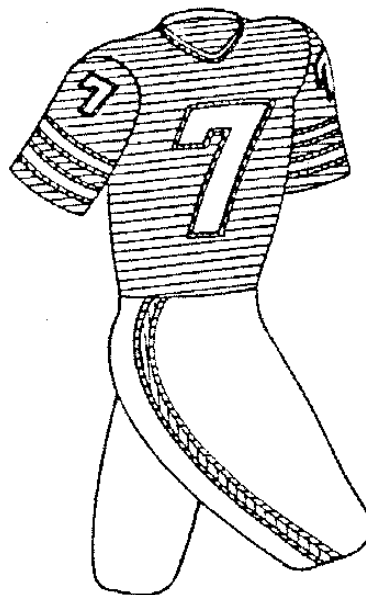
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,224,587  
Registered Jan. 18, 1983

SERVICE MARK  
Principal Register



*Section 3 & 5  
Applicant  
filed &  
accepted*

Buffalo Bills, Inc. (New York corporation)  
One Bills Dr.  
Orchard Park, N.Y. 14127

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 15, 1975; in commerce Aug. 15,  
1975.

Owner of U.S. Reg. Nos. 953,350, 1,041,484,  
1,079,082 and others.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart  
the mark as shown.

The mark is lined for the colors blue and red.

The drawing is a two-dimensional representation  
of the mark, which consists of the design elements  
and color combinations appearing on a  
dimensional football uniform worn by players  
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,711, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

Int. Cl.: 25

Prior U.S. Cl.: 39



Reg. No. 1,842,999

United States Patent and Trademark Office Registered July 5, 1994

**TRADEMARK  
PRINCIPAL REGISTER**

**BUFFALO BILLS**

BUFFALO BILLS, INC. (NEW YORK CORPORATION)  
ONE BILLS DRIVE  
ORCHARD PARK, NY 14127

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PON-

CHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 953,350 AND 1,079,082.

SER. NO. 74-276,864, FILED 5-15-1992.

W. A. CONN, EXAMINING ATTORNEY



Int. Cls.: 16 and 25

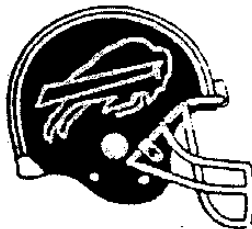
Prior U.S. Cls.: 37, 38 and 39

**United States Patent and Trademark Office**

Reg. No. 1,888,392

Registered Apr. 11, 1995

**TRADEMARK  
PRINCIPAL REGISTER**



BUFFALO BILLS, INC. (NEW YORK CORPORATION)  
ONE BILLS DRIVE  
ORCHARD PARK, NY 14127

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS RELATING TO PROFESSIONAL FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 1,041,483 AND 1,041,484.

SER. NO. 74-276,865, FILED 5-15-1992.

W. A. CONN, EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100, 101  
and 107

United States Patent and Trademark Office

Reg. No. 2,571,410

Registered May 21, 2002

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



BUFFALO BILLS, INC. (NEW YORK CORPORATION)  
ONE BILLS DRIVE  
ORCHARD PARK, NY 14127

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTEPADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, NOTE PADS, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS; PAPER GIFT BAGS, PAPER GIFT BOXES, PAPER DECORATIONS, COLLECTIBLE CARDS; COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOT-

TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAME- LY, ROBES, NIGHT SHIRTS AND PAJAMAS, MIT- TENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEA- KERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

FOR: TOYS AND SPORTING GOODS, NAMELY, PLUSH TOYS, STUFFED ANIMALS, PLAY FIG- URES, GOLF BALLS, GOLF BAGS, GOLF CLUBS, GOLF CLUB COVERS, BOWLING BALLS, BOW- LING BAGS, FOOTBALLS, TOY BANKS, HAND HELD UNIT FOR PLAYING ELECTRONIC GAMES; HAND HELD UNIT FOR PLAYING VIDEO GAMES; BOARD GAMES RELATING TO FOOTBALL, CHRISTMAS TREE ORNAMENTS, BALLOONS, JIG- SAW PUZZLES, TOY AND DECORATIVE WIND- SOCKS, KITES, TOY TRUCKS, BILLIARD BALLS, DART BOARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVID-

ING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS; ARRANGING AND CONDUCTING ATHLETIC COMPETITIONS, NAMELY PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; ENTERTAINMENT SERVICES, NAMELY, MUSICAL AND DANCE PERFORMANCES PROVIDED DURING INTERVALS AT SPORTS EVENTS; EDUCATIONAL SERVICES, NAMELY,

PHYSICAL EDUCATION PROGRAMS; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, LIVE SHOWS FEATURING FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, COMEDY AND DANCE PERFORMANCES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 4-6-1974; IN COMMERCE 4-6-1974.

SER. NO. 76-311,534, FILED 9-10-2001.

RICHARD DONNELL, EXAMINING ATTORNEY

Int. Cls.: 25 and 41

Prior U.S. Cls.: 22, 39, 100, 101 and 107

United States Patent and Trademark Office

Reg. No. 2,793,903

Registered Dec. 16, 2003

TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER



BUFFALO BILLS, INC. (NEW YORK CORPORATION)  
ONE BILLS DRIVE  
ORCHARD PARK, NY 14127

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, JERSEYS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 6-30-2002; IN COMMERCE 6-30-2002.

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 8-24-2002; IN COMMERCE 8-24-2002.

THE DRAWING IS A TWO-DIMENSIONAL REPRESENTATION OF THE MARK, WHICH CONSISTS OF THE DESIGN ELEMENTS AND COLOR COMBINATIONS APPEARING ON A THREE-DIMENSIONAL FOOTBALL JERSEY. THE DRAWING IS LINED FOR THE COLORS RED AND BLUE. THE MARK CONSISTS OF A PATTERNED DESIGN SCHEME INCLUDING A DARK BLUE BODY WITH A RED COLLAR AND RED SIDE PANEL INSERTS; DARK BLUE SLEEVES WITH MEDIUM BLUE SLEEVE BANDING OUTLINED WITH WHITE; THERE ARE WHITE NUMBERS OUTLINED IN MEDIUM BLUE AND GREY APPEARING ON THE CHEST, BACK AND EACH SLEEVE OF THE JERSEY.

SER. NO. 76-418,408, FILED 6-7-2002.

ROBERT C. CLARK JR., EXAMINING ATTORNEY

Int. Cls.: 16, 25, 28 and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,  
101 and 107

**United States Patent and Trademark Office**

Reg. No. 2,010,429

Registered Oct. 22, 1996

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**



RICHARDSON SPORTS LIMITED PARTNER-  
SHIP (PARTNERSHIP)  
1901 ROXBOROUGH ROAD, SUITE 21  
CHARLOTTE, NC 28211 ASSIGNEE OF NA-  
TIONAL FOOTBALL LEAGUE (NEW YORK  
UNINC. ASSOCIATION) NEW YORK, NY  
10022

FOR: POSTERS, CALENDARS, TRADING  
CARDS, NOTEPADS, STICKERS, AND  
BUMPER STICKERS, IN CLASS 16 (U.S. CLS. 2,  
5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 11-0-1993; IN COMMERCE  
11-0-1993.

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING; NAMELY, FLEECE TOPS AND  
BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS,  
SHORTS, TANK TOPS, SWEATERS, PANTS,  
JACKETS, TURTLENECKS, JERSEYS, WARM  
UP SUITS, WIND-RESISTANT JACKETS,

PARKAS, SLEEPWEAR; NAMELY, ROBES  
AND PAJAMAS, GLOVES, SCARVES AND  
APRONS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 10-26-1993; IN COMMERCE  
10-26-1993.

FOR: BOWLING BAGS AND FOOTBALLS,  
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 11-0-1993; IN COMMERCE  
11-0-1993.

FOR: ENTERTAINMENT SERVICES,  
NAMELY, PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

FIRST USE 7-29-1995; IN COMMERCE  
7-29-1995.

SN 74-449,206, FILED 10-21-1993.

CHARLES WEIGELL, EXAMINING ATTOR-  
NEY

Int. Cls.: 16, 25, 28, and 41

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39, 50, 100,  
101, and 107

Reg. No. 2,120,117

**United States Patent and Trademark Office**

Registered Dec. 9, 1997

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**CAROLINA PANTHERS**

RICHARDSON SPORTS LIMITED PARTNER-  
SHIP (NORTH CAROLINA LIMITED PART-  
NERSHIP)  
1901 ROXBOROUGH ROAD  
SUITE 211  
CHARLOTTE, NC 28211

FOR: POSTERS, CALENDARS, TRADING  
CARDS, SPORTS BOOKS, SPORTS MAGA-  
ZINES, NOTEPADS, STICKERS AND BUMPER  
STICKERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23,  
29, 37, 38 AND 50).

FIRST USE 7-14-1995; IN COMMERCE  
7-14-1995.

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING, NAMELY, FLEECE TOPS AND  
BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS,  
SHORTS, TANK TOPS, SWEATERS, PANTS,  
JACKETS, TURTLENECKS, JUMPSUITS, JER-  
SEYS, SWEATSUITS, SWIMWEAR, PARKAS,  
SLEEPWEAR, NAMELY, ROBES AND PAJA-  
MAS, GLOVES, SCARVES, APRONS, BOOTS  
AND SNEAKERS, AND WINDWEAR,

NAMELY, JACKETS, PANTS AND HATS, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 7-14-1995; IN COMMERCE  
7-14-1995.

FOR: BOWLING BALLS, BOWLING BAGS,  
FOOTBALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38  
AND 50).

FIRST USE 7-29-1995; IN COMMERCE  
7-29-1995.

FOR: ENTERTAINMENT SERVICES,  
NAMELY, PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITION GAMES, IN CLASS  
41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 7-29-1995; IN COMMERCE  
7-29-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "CAROLINA", APART FROM  
THE MARK AS SHOWN.

SN 74-270,164, FILED 4-28-1992.

JILL C. ALT, EXAMINING ATTORNEY



Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

**United States Patent and Trademark Office**

Reg. No. 2,130,948

Registered Jan. 20, 1998

**SERVICE MARK  
PRINCIPAL REGISTER**



RICHARDSON SPORTS LIMITED PARTNER-  
SHIP (PARTNERSHIP)  
227 W. TRADE STREET  
SUITE 1600  
CHARLOTTE, NC 28202

FOR: ENTERTAINMENT SERVICES,  
NAMELY, PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

FIRST USE 7-29-1995; IN COMMERCE  
7-29-1995.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "7", APART FROM THE MARK  
AS SHOWN.

THE DRAWING IS LINED FOR THE  
COLORS OF BLUE AND SILVER.

THE DRAWING IS A TWO-DIMENSIONAL  
REPRESENTATION OF THE MARK, WHICH  
CONSISTS OF THE DESIGN ELEMENTS AND  
COLOR COMBINATIONS APPEARING ON A  
THREE-DIMENSIONAL FOOTBALL UNIFORM  
WORN BY PLAYERS IN GAMES AND EXHIBI-  
TIONS.

SN 74-703,286, FILED 7-19-1995.

KEVIN PESKA, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

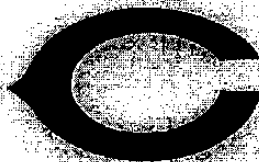
10 Year Renewal

Reg. No. 952,439

Registered Jan. 30, 1973

Renewal Term Begins Jan. 30, 1993

SERVICE MARK  
PRINCIPAL REGISTER



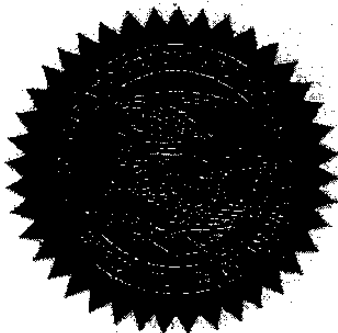
CHICAGO BEARS FOOTBALL CLUB,  
INC. (ILLINOIS CORPORATION)  
250 NORTH WASHINGTON ROAD  
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES  
IN THE NATURE OF FOOTBALL EXHIBITIONS SOME OF WHICH ARE REN-

DERED THROUGH THE MEDIA OF  
RADIO AND TELEVISION BROADCASTS; IN CLASS 107 (INT. CL. 41).

FIRST USE 8-10-1963; IN COMMERCE  
8-10-1963.

SER. NO. 72-409,180, FILED 11-2-1971.



*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on June 1, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS



Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 952,441

Registered Jan. 30, 1973

Renewal Term Begins Jan. 30, 1993

**SERVICE MARK  
PRINCIPAL REGISTER**

**BEARS**

CHICAGO BEARS FOOTBALL CLUB,  
INC. (ILLINOIS CORPORATION)  
250 NORTH WASHINGTON ROAD  
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES  
IN THE NATURE OF FOOTBALL EXHI-  
BITIONS SOME OF WHICH ARE REN-

DERED THROUGH THE MEDIA OF  
RADIO AND TELEVISION BROAD-  
CASTS, IN CLASS 107 (INT. CL. 41).

FIRST USE 1-28-1922; IN COMMERCE  
1-28-1922.

SER. NO. 72-409,184. FILED 12-2-1971.



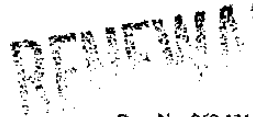
*Attest my hand and the seal of the Patent and Trademark  
Office on May 25, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office  
10 Year Renewal



Reg. No. 960,131

Registered May 29, 1973

Renewal Term Begins May 29, 1993

SERVICE MARK  
PRINCIPAL REGISTER

CHICAGO BEARS

CHICAGO BEARS FOOTBALL CLUB,  
INC. (A ILLINOIS CORPORATION)  
250 N. WASHINGTON ROAD  
LAKE FOREST, IL 60045

WITHOUT WAIVING ITS COMMON  
LAW RIGHTS IN THE MARK SHOWN IN  
THE APPENDED DRAWING, APPLI-  
CANT DISCLAIMS THE EXCLUSIVE  
RIGHT TO THE USE OF THE TERM  
"CHICAGO" APART FROM ITS USE IN  
THE MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES  
IN THE NATURE OF FOOTBALL EXHI-  
BITIONS, SOME OF WHICH ARE REN-  
DERED THROUGH THE MEDIA OF  
RADIO AND TELEVISION BROAD-  
CASTS, IN CLASS 107 (INT. CL. 41).

FIRST USE 1-28-1922; IN COMMERCE  
1-28-1922.

SER. NO. 72-409,178, FILED 12-2-1971.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Dec. 14, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

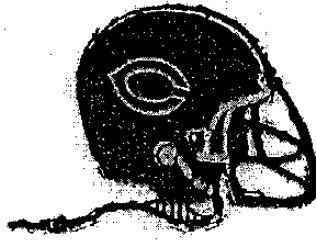
10 Year Renewal

Reg. No. 1,072,395

Registered Aug. 30, 1977

Renewal Term Begins Aug. 30, 1997

**SERVICE MARK  
PRINCIPAL REGISTER**



CHICAGO BEARS FOOTBALL CLUB,  
INC. (DELAWARE CORPORATION)  
1000 FOOTBALL DRIVE  
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES  
IN THE FORM OF PROFESSIONAL

FOOTBALL GAMES AND EXHIBI-  
TIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 8-15-1973; IN COMMERCE  
8-15-1973.

SER. NO. 73-097,092, FILED 8-19-1976.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Feb. 24, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

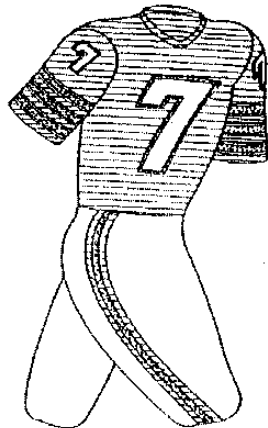
Corrected

Reg. No. 1,217,892

Registered Nov. 23, 1982

OG Date Sep. 16, 1997

SERVICE MARK  
PRINCIPAL REGISTER



CHICAGO BEARS FOOTBALL CLUB  
INC. (DELAWARE CORPORATION)  
250 N. WASHINGTON RD.  
LAKE FOREST, IL 60045

OWNER OF U.S. REG. NOS. 952,440,  
962,291 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE  
USE OF THE NUMERAL "7" OR  
THE OUTLINE OF THE UNIFORM  
APART FROM THE MARK AS SHOWN.  
THE MARK IS LINED FOR THE  
COLORS NAVY BLUE AND ORANGE.

THE DRAWING IS A TWO-DIMENSIONAL  
REPRESENTATION OF THE

MARK, WHICH CONSISTS OF THE  
DESIGN ELEMENTS AND COLOR  
COMBINATIONS APPEARING ON A  
THREE-DIMENSIONAL FOOTBALL  
UNIFORM WORN BY PLAYERS IN APPLICANT'S  
GAMES AND EXHIBITIONS.  
SEC. 2(F).

FOR ENTERTAINMENT SERVICES  
IN THE FORM OF PROFESSIONAL  
FOOTBALL GAMES AND EXHIBITIONS,  
IN CLASS 41 (U.S. CL. 107).

FIRST USE 9-8-1961; IN COMMERCE  
9-8-1961.

SER. NO. 73-336,709, FILED (1-12-1981).

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Sep. 16, 1997.*

*Bruce Lehman*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

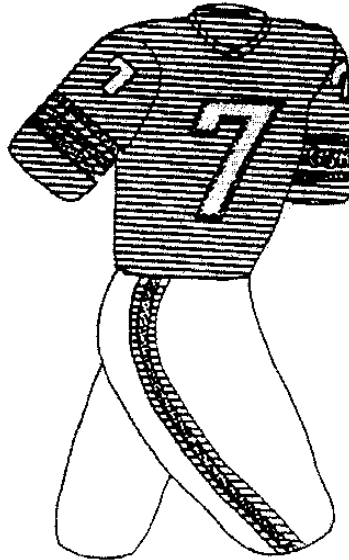
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,598,956

Registered May 29, 1990

SERVICE MARK  
PRINCIPAL REGISTER



CHICAGO BEARS FOOTBALL CLUB, INC. (IL-  
LINOIS CORPORATION)  
250 NORTH WASHINGTON ROAD  
LAKE FOREST, IL 60045

FOR: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.  
CL. 107).

FIRST USE 11-0-1983; IN COMMERCE  
11-0-1983.

OWNER OF U.S. REG. NO. 1,217,892.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "7" AND THE OUTLINE OF

THE UNIFORM, APART FROM THE MARK AS  
SHOWN.

THE DRAWING IS LINED FOR THE  
COLORS NAVY BLUE AND ORANGE.

THE DRAWING IS A TWO-DIMENSIONAL  
REPRESENTATION OF THE MARK, WHICH  
CONSISTS OF THE DESIGN ELEMENTS AND  
COLOR COMBINATIONS APPEARING ON A  
THREE-DIMENSIONAL FOOTBALL UNIFORM  
WORN BY PLAYERS IN APPLICANT'S GAMES  
AND EXHIBITIONS.

SER. NO. 73-786,262, FILED 3-13-1989.

TERRY ELLEN HOLTZMAN, EXAMINING AT-  
TORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38 and 39

**United States Patent and Trademark Office**

Reg. No. 1,747,093

Registered Jan. 19, 1993

**TRADEMARK  
PRINCIPAL REGISTER**



CHICAGO BEARS FOOTBALL CLUB, INC. (ILLINOIS CORPORATION)  
250 N. WASHINGTON ROAD  
LAKE FOREST, IL 60045

FOR: TRADING CARDS, POSTERS, MAGAZINES, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS, POSTERBOOKS, NOTEPADS, PAPER PLATES, PAPER CUPS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEO WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 952,439, 960,133, AND 1,072,395.

SER. NO. 74-276,867, FILED 5-15-1992.

DOMINICK J. SALEMI, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 37, 38 and 39

United States Patent and Trademark Office

Reg. No. 1,803,222

Registered Nov. 9, 1993

**TRADEMARK  
PRINCIPAL REGISTER**

**CHICAGO BEARS**

CHICAGO BEARS FOOTBALL CLUB, INC. (IL-  
LINOIS CORPORATION)  
250 N. WASHINGTON ROAD  
LAKE FOREST, IL 60045

FOR: TRADING CARDS, POSTERS, MAGA-  
ZINES, POSTCARDS, CALENDARS, WRAP-  
PING PAPER, PAPER GIFT BOXES, PAPER  
STICKERS, PAPER NAPKINS, PAPER  
TOWELS, BOOKS, POSTERBOOKS, NOTE-  
PADS, PAPER PLATES, PAPER CUPS, PAPER  
HATS AND GREETING CARDS, IN CLASS 16  
(U.S. CLS. 37 AND 38).

FIRST USE 9-0-1963; IN COMMERCE  
9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING AND FOOTWEAR; NAMELY,  
COACHES CAPS, WOOL HATS, PAINTERS  
CAPS, BASEBALL CAPS, VISORS, HEAD-  
BANDS, EAR MUFFS, KNIT FACE MASKS,  
BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS,  
SWEATSHIRTS, JACKETS, NECKTIES,  
BRACES, BIES, JERSEYS, NIGHT SHIRTS,  
COATS, ROBES, RAINCOATS, PARKAS, PON-  
CHOS, SNEAKERS, GLOVES, SCARVES, SNOW  
SUITS, MITTENS, APRONS, DOWN JACKETS,  
LEATHER JACKETS, SHORTS, SWEATPANTS,  
JEANS, PANTS, KNICKERS, SOCKS, UNDER-  
WEAR, BATHING SUITS AND LEG WARM-  
ERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE  
9-0-1963.

OWNER OF U.S. REG. NOS. 952,441 AND  
960,131.

SEC. 2(F) AS TO "CHICAGO".

SER. NO. 74-276,866, FILED 5-15-1992.

DOMINICK J. SALEMI, EXAMINING ATTOR-  
NEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office  
10 Year Renewal

Reg. No. 940,763

Registered Aug. 8, 1972

Renewal Term Begins Aug. 8, 1992

**SERVICE MARK  
PRINCIPAL REGISTER**

**BENGALS**

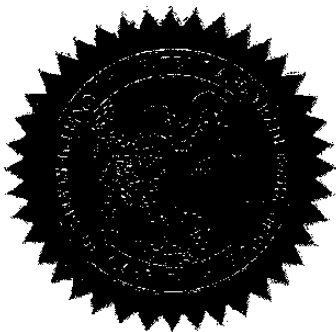
CINCINNATI BENGALS, INC. (OHIO  
CORPORATION)  
200 RIVERFRONT STADIUM  
CINCINNATI, OH 45202

FOR: ENTERTAINMENT SERVICES  
IN THE FORM OF PROFESSIONAL

FOOTBALL GAME COMPETITION, IN  
CLASS 107 (INT. CL. 41).

FIRST USE 9-27-1967; IN COMMERCE  
9-27-1967.

SER. NO. 72-392,213, FILED 5-17-1971.



*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on May 11, 1993.*

COMMISSIONER OF PATENTS AND TRADEMARKS



Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,071,979

United States Patent and Trademark Office

Registered Aug. 23, 1977

10 Year Renewal

Renewal Term Begins Aug. 23, 1997

**SERVICE MARK  
PRINCIPAL REGISTER**

**CINCINNATI BENGALS**

CINCINNATI BENGALS, INC. (OHIO  
CORPORATION)  
ONE BENGALS DRIVE  
CINCINNATI, OH 45204

OWNER OF U.S. REG. NOS. 940,763  
AND 940,764.

WITHOUT WAIVING ITS COMMON  
LAW RIGHTS, APPLICANT DISCLAIMS  
THE RIGHT TO THE EXCLUSIVE USE  
OF THE GEOGRAPHICALLY DESCRIP-

TIVE WORD "CINCINNATI" APART  
FROM THE MARK AS SHOWN.

FOR: EDUCATIONAL AND ENTER-  
TAINMENT SERVICES IN THE FORM  
OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS  
41 (U.S. CL. 107).

FIRST USE 9-27-1967; IN COMMERCE  
9-27-1967.

SER. NO. 73-106,056, FILED 11-10-1976.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Feb. 17, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

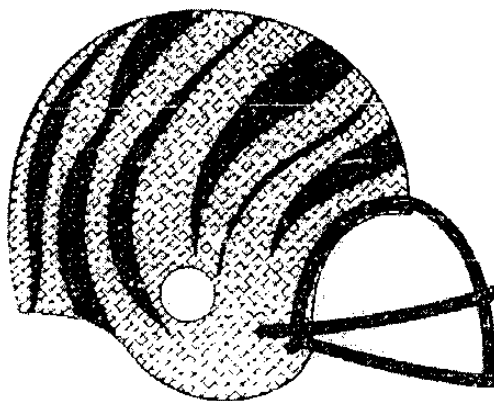
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,207,580

Registered Sep. 7, 1982

**SERVICE MARK**  
Principal Register



REGISTERED FOR A TERM OF 20 YEARS FROM Sep. 7, 1982

COMB. AFF. SEC. 8 & 15

Cincinnati Bengals, Inc. (Ohio Corporation)  
200 Riverfront Stadium  
Cincinnati, Ohio 45202

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND SERVICES in CLASS 41 (U.S. Cl.  
107)

First use Dec. 15, 1980; in commerce Dec. 15,  
1980.

Owner of U.S. Reg. Nos. 940,763, 940,764 and

1,071,979

No claim is made to exclusive use of the design of  
a helmet apart from the mark as shown.

The drawing is lined for the colors orange and  
black.

Ser. No. 300,420, filed Mar. 9, 1981

MARTIN MARKS, Primary Examiner

WILLIAM WEINSTEIN, Examiner

**CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION  
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION  
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-  
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT  
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE  
TO BE IN: Registrant**

Attest

DEC 22 1982

*William E. Austin*  
Attesting Officer

*James E. Loney*  
Acting Commissioner of Patents and Trademarks

Int. Cl.: 41

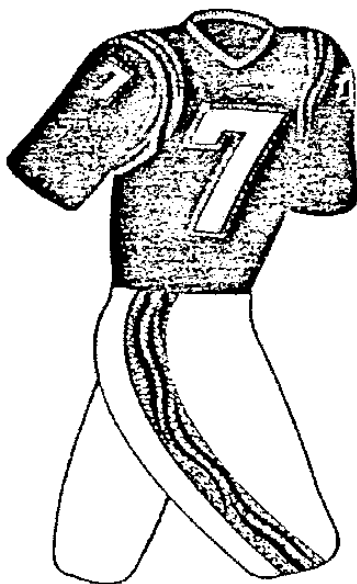
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,225,466

Registered Jan. 25, 1983

SERVICE MARK  
Principal Register



*Sections  
8 & 15  
filed &  
accepted*

Cincinnati Bengals, Inc. (Ohio corporation)  
200 Riverfront Stadium  
Cincinnati, Ohio 45202

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 29, 1981; in commerce Aug. 29,  
1981.

Owner of U.S. Reg. Nos. 940,763, 940,764 and  
1,071,979.

No claim is made to the exclusive use of the  
numeral "7" or the outline of the uniform apart from

the mark as shown.

The drawing is lined for the color orange.

The drawing is two-dimensional representation of  
the mark, which consists of the design elements and  
color combinations appearing on a three-dimensional  
football uniform worn by players in applicant's game  
and exhibitions.

Ser. No. 353,888, filed Mar. 10, 1982.

MARTIN MARKS, Examining Attorney



Int. Cl.: 41

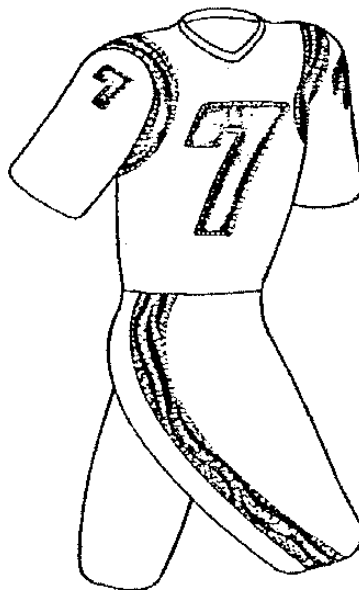
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,231,427

Registered Mar. 15, 1983

SERVICE MARK  
Principal Register



*Sections 8 & 15  
Affidavit filed  
& accepted*

Cincinnati Bengals, Inc. (Ohio corporation)  
200 Riverfront Stadium  
Cincinnati, Ohio 45202

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 8, 1981; in commerce Aug. 8, 1981.  
Owner of U.S. Reg. Nos. 940,763, 940,764 and  
others.

No claim is made to the exclusive right to use the

numeral "7" or the outline of the uniform, apart from  
the mark as shown.

The drawing is lined for the color orange.

The drawing is two-dimensional representation of  
the mark, which consists of the design elements and  
color combinations appearing on a three-dimensional  
football uniform worn by players in applicant's games  
and exhibitions.

Ser. No. 353,922, filed Mar. 10, 1982.

MARTIN MARKS, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 22, 37, 38, 39 and 50

**United States Patent and Trademark Office**

Reg. No. 1,861,765

Registered Nov. 8, 1994

**TRADEMARK  
PRINCIPAL REGISTER**

**CINCINNATI BENGALS**

CINCINNATI BENGALS, INC. (OHIO CORPORATION)  
200 RIVERFRONT STADIUM  
CINCINNATI, OH 45202

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS REGARDING FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 22, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS,

PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 940,763, 940,764, AND 1,071,979.

SEC. 2(F).

SER. NO. 74-300,707, FILED 8-3-1992.

LAVERNE PREDDIE, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

Reg. No. 1,969,197

United States Patent and Trademark Office Registered Apr. 23, 1996

TRADEMARK  
PRINCIPAL REGISTER



CINCINNATI BENGALS, INC. (OHIO CORPORATION)  
200 RIVERFRONT STADIUM  
CINCINNATI, OH 45202

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEAD-

BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NO. 1,207,580.

SER. NO. 74-493,058, FILED 2-22-1994.

CRAIG D. TAYLOR, EXAMINING ATTORNEY

Int. Cl.: 16

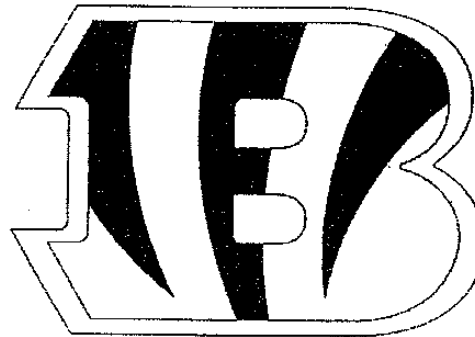
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

**United States Patent and Trademark Office**

Reg. No. 3,130,659

Registered Aug. 15, 2006

**TRADEMARK  
PRINCIPAL REGISTER**



CINCINNATI BENGALS, INC. (OHIO CORPORATION)  
ONE PAUL BROWN STADIUM  
CINCINNATI, OH 45202

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTE-PADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, PAPER PENNANTS AND GREETING CARDS; PRINTED TICKETS TO SPORTS GAMES AND EVENTS; NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PA-

PER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, WRAPPING PAPER, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER GIFT CARDS; PAPER GIFT BAGS, PAPER DECORATIONS, COLLECTIBLE CARDS; SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-15-2004; IN COMMERCE 7-15-2004.

SN 78-390,160, FILED 3-24-2004.

MARCIE MILONE, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,130,660

Registered Aug. 15, 2006

**United States Patent and Trademark Office**

**TRADEMARK  
PRINCIPAL REGISTER**



CINCINNATI BENGALS, INC. (OHIO CORPORATION)  
ONE PAUL BROWN STADIUM  
CINCINNATI, OH 45202

PUTER MOUSE PADS, SUNGLASSES, IN CLASS 9  
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 7-15-2004; IN COMMERCE 7-15-2004.

FOR: FOOTBALL HELMETS, CELL PHONE COVERS, CELL PHONE STRAPS, MAGNETIC CODED CHARGE CARDS, DECORATIVE MAGNETS, COMPACT DISCS, TAPES, PRE-RECORDED VIDEOTAPES FEATURING THE SPORT OF FOOTBALL, COMPUTER GAME SOFTWARE AND DISKS, COM-

THE MARK CONSISTS OF STYLIZED B WITH TIGER STRIPES.

SN 78-390,183, FILED 3-24-2004.

MARCIE MILONE, EXAMINING ATTORNEY

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Int. Cl.: 25

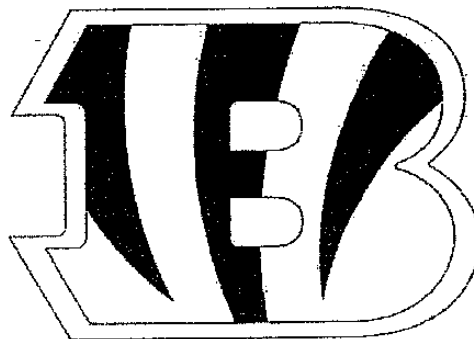
Prior U.S. Cls.: 22 and 39

Reg. No. 3,130,661

United States Patent and Trademark Office

Registered Aug. 15, 2006

TRADEMARK  
PRINCIPAL REGISTER



CINCINNATI BENGALS, INC. (OHIO CORPORATION)  
ONE PAUL BROWN STADIUM  
CINCINNATI, OH 45202

WEAR, NAMELY, PAJAMAS, KNIT HATS AND CAPS, SCARVES, APRONS, EAR MUFFS, UNDERWEAR, SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-15-2004; IN COMMERCE 5-15-2004.

THE MARK CONSISTS OF STYLIZED B WITH TIGER STRIPES.

SN 78-390,189, FILED 3-24-2004.

MARCIE MILONE, EXAMINING ATTORNEY

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, SWEATERS, PANTS, JACKETS, TURTLENECKS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, GLOVES, TIES, SLEEP-

Int. CL: 41

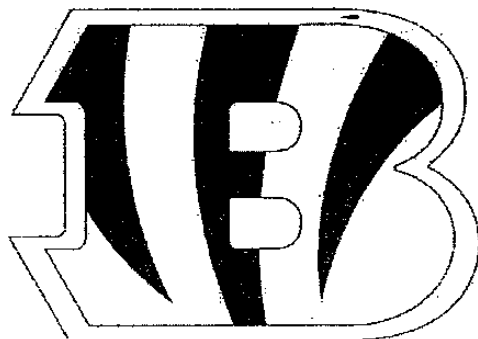
Prior U.S. Cls.: 100, 101, and 107

Reg. No. 3,130,662

Registered Aug. 15, 2006

**United States Patent and Trademark Office**

**SERVICE MARK  
PRINCIPAL REGISTER**



CINCINNATI BENGALS, INC. (OHIO CORPORATION)  
ONE PAUL BROWN STADIUM  
CINCINNATI, OH 45202

FOR: EDUCATION AND ENTERTAINMENT SERVICES IN THE NATURE OF ORGANIZING AND PRESENTING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ON-LINE SERVICE; ORGANIZATION OF SPORTS EVENTS; FAN CLUB SERVICES; EDUCATIONAL SERVICES, NAMELY, PHYSICAL EDUCATION PROGRAMS AND SEMINARS IN THE FIELD OF FOOTBALL; PRODUCTION OF RADIO AND TELEVISION PROGRAMS, FOOTBALL GAMES, EXHIBITIONS, COMPETITIONS AND MUSICAL, AND DANCE PERFORMANCES PERFORMED BE-

FORE LIVE AUDIENCES AND BROADCAST VIA TELEVISION, CABLE TELEVISION, SATELLITE TELEVISION AND RADIO BROADCAST; PRODUCING AND DISTRIBUTING AUDIO VISUAL AND MULTI-MEDIA PRESENTATIONS REGARDING THE SPORT OF FOOTBALL VIA A GLOBAL COMMUNICATIONS NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-15-2004; IN COMMERCE 5-15-2004.

THE MARK CONSISTS OF STYLIZED B WITH TIGER STRIPES.

SN 78-390,200, FILED 3-24-2004.

MARCIE MILONE, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

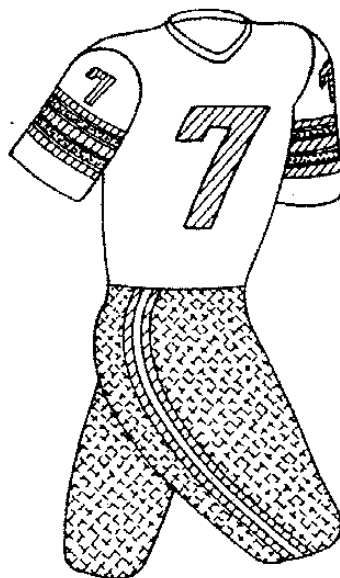
**United States Patent and Trademark Office**

**Reg. No. 1,217,893**

**Registered Nov. 23, 1982**

**SERVICE MARK**

**Principal Register**



*Sections 8 & 15  
Affidavits filed  
and accepted*

Cleveland Browns, Inc. (Delaware corporation)  
Cleveland Stadium  
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 10, 1975; in commerce Aug. 10,  
1975.

Owner of U.S. Reg. No. 836,116.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart from  
the mark as shown.

The mark is lined for the colors seal brown and  
orange. The drawing is a two-dimensional  
representation of the mark, which consists of the  
design elements and color combinations appearing on  
a three-dimensional football uniform worn by players  
in applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,728, filed Nov. 12, 1981.

CRAIG R. GILBERT, Examining Attorney

Int. Cl.: 41

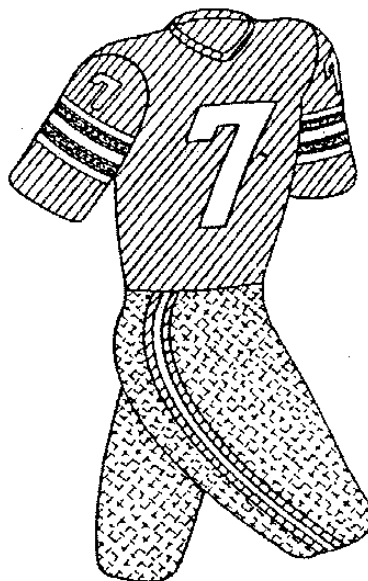
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,224,596

Registered Jan. 18, 1983

SERVICE MARK  
Principal Register



*Sections 3 & 15  
Affidavits filed  
& accepted*

Cleveland Browns, Inc. (Delaware corporation)  
Cleveland Stadium  
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 16, 1975; in commerce Aug. 16,  
1975.

Owner of U.S. Reg. No. 836,116.

No claim is made to the exclusive use of the  
numeral "7" or the outline of the uniform apart from

the mark as shown.

The mark is lined for the colors brown and  
orange.

The drawing is a two-dimensional representation  
of the mark, which consists of the design elements  
and color combinations appearing on a three-  
dimensional football uniform worn by players in  
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,727, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner

Int. Cl.: 41

Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

**Reg. No. 1,226,244**

Registered Feb. 1, 1983

**SERVICE MARK**

Principal Register

**BROWNS**

Cleveland Browns, Inc. (Delaware corporation)  
Cleveland Stadium  
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Sep. 6, 1946; in commerce Sep. 6, 1946.

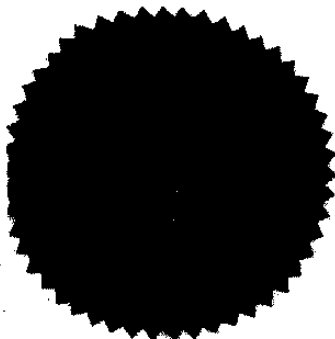
Owner of U.S. Reg. No. 836,116.

Ser. No. 321,880, filed Aug. 3, 1981.

DAVID SOROKA, Examining Attorney

REGISTERED FOR A TERM OF 20 YEARS FROM Feb. 1, 1983

COMB. AFF. SEC. 8 & 15



Attest

DEC 15 1992  
*James W. Austin*  
Attesting Officer

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION  
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION  
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-  
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT  
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE  
TO BE IN: Registrant

*James W. Austin*

Acting Commissioner of Patents and Trademarks

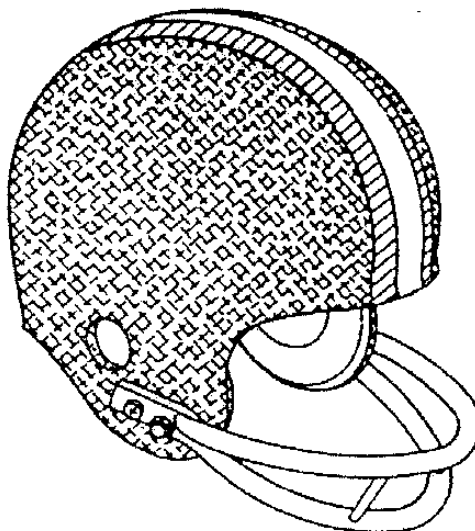
Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,262,689  
Registered Dec. 27, 1983

SERVICE MARK  
Principal Register



The Cleveland Browns, Inc. (Delaware corporation)  
Cleveland Stadium  
Cleveland, Ohio 44114

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 6, 1965; in commerce Aug. 6, 1965.

No claim is made to the exclusive right to use the  
pictorial representation of the outline of a football

helmet, apart from the mark as shown.

The drawing is lined for the colors orange &  
brown.

Ser. No. 372,264, filed Jun. 29, 1982.

MARTIN MARKS, Examining Attorney

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

**United States Patent and Trademark Office**

Reg. No. 1,863,677

Registered Nov. 22, 1994

**TRADEMARK  
PRINCIPAL REGISTER**

**CLEVELAND BROWNS**

CLEVELAND BROWNS, INC. (DELAWARE  
CORPORATION)  
BOX 679  
80 FIRST AVENUE  
BEREA, OH 440170679

FOR: TRADING CARDS, POSTERS, MAGAZINES AND BOOKS REGARDING FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 836,116 AND 1,226,244.

SEC. 2(F).

SER. NO. 74-300,704, FILED 8-3-1992.

JEFFREY SMITH, EXAMINING ATTORNEY

Int. Cls.: 16 and 25

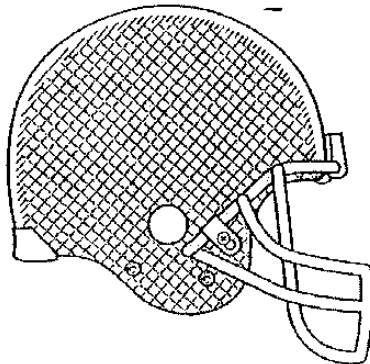
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

**United States Patent and Trademark Office**

Reg. No. 2,012,986

Registered Nov. 5, 1996

**TRADEMARK  
PRINCIPAL REGISTER**



CLEVELAND BROWNS, INC. (DELAWARE CORPORATION)  
BOX 679, 80 FIRST AVENUE  
BEREA, OH 440170679

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PARTY PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR, NAMELY COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS,

BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 1,262,689.

THE DRAWING IS LINED FOR THE COLORS ORANGE AND BROWN.

SER. NO. 74-493,057, FILED 2-22-1994.

MICHAEL LEVY, EXAMINING ATTORNEY



# United States Patent Office

841,044  
Registered Dec. 19, 1967

## PRINCIPAL REGISTER Service Mark

Ser. No. 250,218, filed July 14, 1966

### DALLAS COWBOYS

Dallas Cowboys Football Club, Inc. (Texas corporation)  
5738 N. Central Expressway  
Dallas, Tex.

For: ENTERTAINMENT SERVICES — NAMELY,  
FOOTBALL EXHIBITIONS RENDERED LIVE IN  
STADIA AND THROUGH THE MEDIA OF RADIO  
AND TELEVISION BROADCASTS—in CLASS 107.

First use Apr. 15, 1960; in commerce Apr. 15, 1960.

Applicant disclaims the word "Dallas," apart from the  
mark as shown.

J. BREEN, Examiner.

*Renewed: 1987*

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

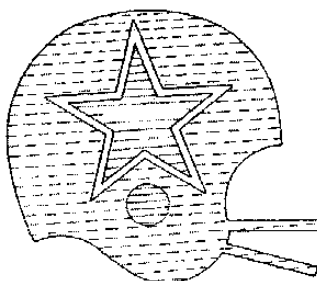
10 Year Renewal

Reg. No. 893,942

Registered June 30, 1970

Renewal Approved June 20, 1990

SERVICE MARK  
PRINCIPAL REGISTER



DALLAS COWBOYS FOOTBALL CLUB,  
LTD. (TEXAS LIMITED PARTNER-  
SHIP)

ONE COWBOYS PARKWAY  
IRVING, TX 75063, ASSIGNEE OF  
DALLAS COWBOYS FOOTBALL  
CLUB, INC. (TEXAS CORPORATION)  
DALLAS, TX

THE DRAWING IS LINED TO INDI-  
CATE THE COLORS BLUE AND  
SILVER

FOR: ENTERTAINMENT SERVICES—  
NAMELY, FOOTBALL EXHIBITIONS  
RENDERED LIVE IN STADIUMS AND  
THROUGH THE MEDIA OF RADIO  
AND TELEVISION BROADCAST, IN  
CLASS 107 (INT. CL. 41).

FIRST USE 0-0-1962; IN COMMERCE  
0-0-1963.

SER. NO. 72-341,895, FILED 10-28-1969.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on July 31, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

# United States Patent Office

897,133

Registered Aug. 18, 1970

## PRINCIPAL REGISTER Service Mark

Ser. No. 341,894, filed Oct. 28, 1969

### COWBOYS

Dallas Cowboys Football Club, Inc. (Texas corporation)  
6116 N. Central Expressway  
Dallas, Tex. 75206

For: ENTERTAINMENT SERVICES—NAMESLY,  
FOOTBALL EXHIBITIONS RENDERED LIVE IN  
STADIUM AND THROUGH THE MEDIA OF RA-  
DIO AND TELEVISION BROADCASTS—in CLASS  
107 (INT. CL. 41).

First use Apr. 1, 1960; in commerce Apr. 1, 1960.

Owner of Reg. No. 841,044.

M. H. MARKS, Examiner

Int. Cl.: 41

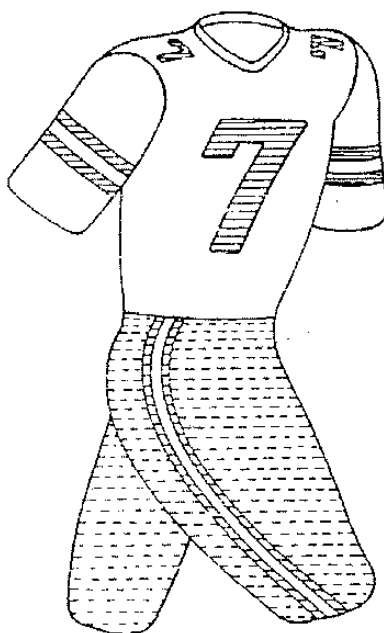
Prior U.S. Cl.: 107

**United States Patent and Trademark Office**

**Reg. No. 1,246,625**

Registered Jul. 26, 1983

**SERVICE MARK**  
Principal Register



Dallas Cowboys Football Club, Inc. (Texas  
corporation)  
6116 N. Central Expressway  
Dallas, Tex. 75206

For: ENTERTAINMENT SERVICES—NAME-  
LY, ORGANIZING AND CONDUCTING PRO-  
FESSIONAL FOOTBALL GAMES AND  
EXHIBITIONS, in CLASS 41 (U.S. Cl. 107).

First use Aug. 15, 1964, in commerce Aug. 15,

1964.

Owner of U.S. Reg. No. 893,942 and others.

No claim is made to the exclusive right to use the  
outline of a football uniform and the numeral "7",  
apart from the mark as shown.

The drawing is lined for the color silver blue  
Sec. 2(f).

Ser. No. 363,719, filed May 10, 1982.

CARLISLE WALTERS, Examining Attorney

Int. Cl.: 41

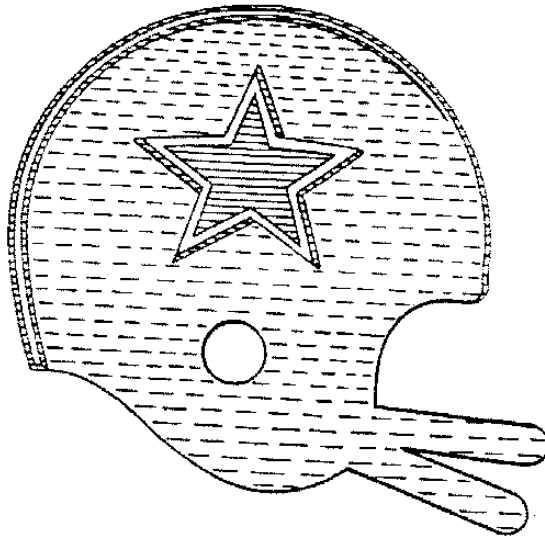
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,398,001

Registered June 17, 1986

SERVICE MARK  
PRINCIPAL REGISTER



DALLAS COWBOYS FOOTBALL CLUB, LTD.,  
THE (TEXAS LIMITED PARTNERSHIP)  
6116 N. CENTRAL EXPRESSWAY  
DALLAS, TX 75206

FOR: ENTERTAINMENT SERVICES IN THE  
FORM OF FOOTBALL GAMES AND EXHIBI-  
TIONS. IN CLASS 41 (U.S. CL. 107).

FIRST USE 4-15-1960; IN COMMERCE  
4-15-1960.

OWNER OF U.S. REG. NO. 893,942.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE THE REPRESENTATION OF  
THE OUTLINE OF THE FOOTBALL HELMET,  
APART FROM THE MARK AS SHOWN.

THE DRAWING IS LINED FOR THE  
COLORS SILVER AND BLUE.

SER. NO. 533,507, FILED 4-22-1985.

DAVID A. HERDMAN, EXAMINING ATTOR-  
NEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

Reg. No. 2,358,931

United States Patent and Trademark Office

Registered June 20, 2000

**TRADEMARK  
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.  
(TEXAS LIMITED PARTNERSHIP)  
ONE COWBOYS PARKWAY  
IRVING, TX 750634727

FOR: TRADING CARDS, POSTERS, MAGAZINES  
RELATING TO FOOTBALL, POSTCARDS, CAL-  
ENDARS, WRAPPING PAPER, PAPER GIFT BOXES,  
PAPER STICKERS, PAPER NAPKINS, PAPER TOW-  
ELS, BOOKS RELATING TO FOOTBALL, BOOKS OF  
DETACHABLE POSTERS RELATING TO FOOT-  
BALL, NOTEPADS, PAPER PARTY HATS AND  
GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37,  
38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING AND FOOTWEAR; NAMELY, COACHES  
CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL

CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT  
FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS,  
TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS,  
SWEATSHIRTS, JACKETS, NECKTIES, SUS-  
PENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS,  
COATS, ROBES, RAINCOATS, PARKAS, PONCHOS,  
SNEAKERS, GLOVES, SCARVES, SNOW SUITS,  
MITTENS, APRONS, DOWN JACKETS, LEATHER  
JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS,  
KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS  
AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 893,942 AND  
1,398,001.

SER. NO. 74-318,689, FILED 8-3-1992.

SCOTT GOODPASTER, EXAMINING ATTORNEY

Int. Cls.: 35, 36, 38 and 41

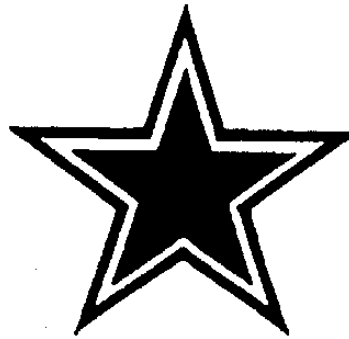
Prior U.S. Cls.: 100, 101, 102, 104 and 107

Reg. No. 2,984,690

United States Patent and Trademark Office

Registered Aug. 16, 2005

SERVICE MARK  
PRINCIPAL REGISTER



DALLAS COWBOYS FOOTBALL CLUB, LTD.  
(TEXAS LIMITED PARTNERSHIP)  
ONE COWBOYS PARKWAY  
IRVING, TX 750634727

ATHLETIC COMPETITIONS, IN CLASS 38 (U.S. CLS.  
100, 101 AND 104).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: ONLINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF GENERAL MERCHANDISE PRODUCTS; PROMOTING PUBLIC AWARENESS AS TO THE NEED FOR COMMUNITY INVOLVEMENT IN CHARITIES AND CHARITABLE FUNDRAISING BY HOSTING AND SPONSORING CHARITY EVENTS; ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS VIA A WEB SITE ON THE INTERNET, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: CHARITABLE FUNDRAISING SERVICES; REAL ESTATE INVESTMENT, REAL ESTATE MORTGAGE BROKERAGE AND REAL ESTATE BROKERAGE SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: PROVIDING MULTIPLE-USER ACCESS TO INTERACTIVE COMPUTER DATABASES IN THE FIELDS OF ATHLETICS AND ATHLETIC COMPETITIONS; PROVIDING COMPUTER BULLETIN BOARDS AND REAL-TIME CHAT ROOMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS IN THE FIELD OF ATHLETICS AND

FOR: EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS; PROVIDING SPORTS AND ENTERTAINMENT INFORMATION VIA A GLOBAL COMPUTER NETWORK OR A COMMERCIAL ONLINE SERVICE; FAN CLUBS; ORGANIZATION OF SPORTS AND SPORTS EVENTS; ENTERTAINMENT SERVICES PROVIDED DURING INTERVALS AT SPORTING EVENTS, NAMELY, THEATRICAL, MUSICAL AND MULTIMEDIA PERFORMANCES; ARRANGING AND ORGANIZING OF ATHLETIC COMPETITIONS, PHYSICAL EDUCATIONAL INSTRUCTION AND TRAINING, PRODUCTION OF RADIO AND TELEVISION PROGRAMS; GOLF CLUB SERVICES; PROVIDING ENTERTAINMENT IN THE NATURE OF GOLF TOURNAMENTS; SPORTS CAMPS; PROVIDING FACILITIES FOR SPORTS EXHIBITIONS; PROVIDING FACILITIES FOR RECREATIONAL ACTIVITIES; PROVIDING SPORTS INFORMATION VIA A WEB SITE ON THE INTERNET, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 1,087,850, 2,656,022 AND OTHERS.

SER. NO. 76-582,638, FILED 3-24-2004.

PAUL F. GAST, EXAMINING ATTORNEY



**Int. Cls.: 4, 16, 18, 20 and 24**

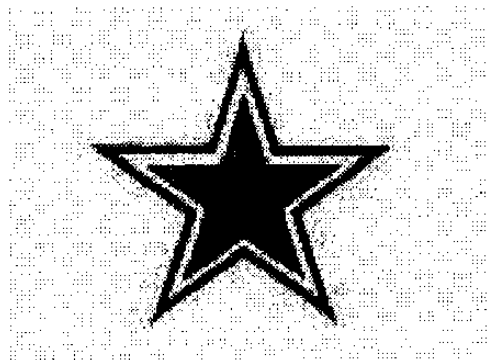
**Prior U.S. Cls.: 1, 2, 3, 5, 6, 13, 15, 22, 23, 25, 29, 32, 37, 38, 41, 42 and 50**

**Reg. No. 2,996,639**

**Registered Sep. 20, 2005**

**United States Patent and Trademark Office**

**TRADEMARK  
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.  
(TEXAS LIMITED PARTNERSHIP)  
ONE COWBOYS PARKWAY  
IRVING, TX 750634727

FOR: CANDLES, IN CLASS 4 (U.S. CLS. 1, 6 AND 15).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: STICKERS, NOTE CARDS, PAPER WEIGHTS, AND PENS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: UMBRELLAS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: NON-METAL KEY RINGS, DECORATIVE NON-METALLIC ORNAMENTS, NAMELY, VEHICLE ANTENNA TOPPERS, IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: TOWELS, FABRIC FLAGS, AND COMFORTERS, IN CLASS 24 (U.S. CLS. 42 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 1,087,850, 2,656,022 AND OTHERS.

THE MARK CONSISTS OF A STAR WITH A BORDER DESIGN.

SER. NO. 76-582,640, FILED 3-24-2004.

STEVEN JACKSON, EXAMINING ATTORNEY

**Int. Cls.: 9, 12, 20, 21, 27 and 28**

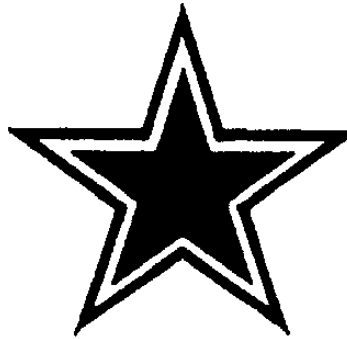
**Prior U.S. Cls.: 2, 13, 19, 20, 21, 22, 23, 25, 26, 29, 30,  
31, 32, 33, 35, 36, 37, 38, 40, 42, 44 and 50**

**Reg. No. 3,094,659**

**United States Patent and Trademark Office**

**Registered May 23, 2006**

**TRADEMARK  
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.  
(TEXAS LIMITED PARTNERSHIP)  
ONE COWBOYS PARKWAY  
IRVING, TX 750634727

FOR: FOOTBALL HELMETS; TAPE RULERS, IN  
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: LICENSE PLATE FRAMES; FITTED SUN-  
SHADES FOR VEHICLES; FITTED TRAILER HITCH  
COVERS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35  
AND 44).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: ACRYLIC DISPLAY CASES; PLASTIC NO-  
VELTY LICENSE PLATES, IN CLASS 20 (U.S. CLS. 2,  
13, 22, 25, 32 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: BEVERAGE GLASSWARE; NON-METAL  
PIGGY BANKS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29,  
30, 33, 40 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: FLOOR MATS FOR VEHICLES, IN CLASS 27  
(U.S. CLS. 19, 20, 37, 42 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: TOY CARS, TOY BALLS, TOY HELMETS,  
FOOTBALLS, GOLF ACCESSORIES, NAMELY,  
BALLS, TEES, BALL MARKERS AND BALL REPAIR  
DEVICES, GOLF CLUB COVERS, DOLLS, SOCCER  
BALLS, DOMINOES AND TOY TRAINS, IN CLASS  
28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 1,087,850, 2,656,022  
AND OTHERS.

THE MARK CONSISTS OF A STAR WITH A  
BORDER DESIGN.

SER. NO. 76-582,639, FILED 3-24-2004.

KATHLEEN M. VANSTON, EXAMINING ATTOR-  
NEY

Int. Cls.: 11, 14 and 25

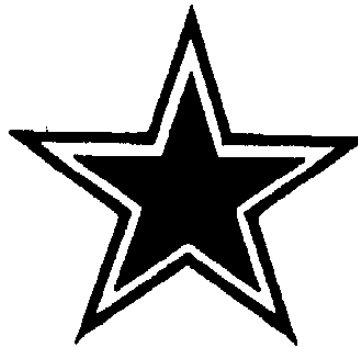
Prior U.S. Cls.: 2, 13, 21, 22, 23, 27, 28, 31, 34, 39 and 50

**United States Patent and Trademark Office**

Reg. No. 3,097,072

Registered May 30, 2006

**TRADEMARK  
PRINCIPAL REGISTER**



DALLAS COWBOYS FOOTBALL CLUB, LTD.  
(TEXAS LIMITED PARTNERSHIP)  
ONE COWBOYS PARKWAY  
IRVING, TX 750634727

FOR: ELECTRIC NIGHT LIGHTS, LAMPS, AND  
BLINKING NOVELTY LIGHTS, IN CLASS 11 (U.S.  
CLS. 13, 21, 23, 31 AND 34).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: ORNAMENTAL PINS, JEWELRY, NECKLA-  
CES, CLOCKS AND WATCHES, IN CLASS 14 (U.S.  
CLS. 2, 27, 28 AND 50).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

FOR: HATS, CAPS, VISORS, HEADBANDS,  
GLOVES, SHIRTS, T-SHIRTS, POLO SHIRTS,  
SHORTS, PANTS, JACKETS, SWEAT SUITS, COATS,  
SWEATSHIRTS, OVERALLS, GIRL CHEERLEADER

UNIFORMS, INFANT APPAREL, NAMELY, IN-  
FANT T-SHIRTS, ROMPERS, CREEPERS, FLEECE  
SETS COMPRISING FLEECE TOPS AND BOTTOMS,  
JERSEYS, CHEERLEADING SETS COMPRISING  
SKIRTS, SHIRTS AND VESTS, INFANT AND TOD-  
DLER ONE PIECE CLOTHING, WIND SUITS AND  
PAJAMAS, MASKS, NAMELY, SLEEP MASKS AND  
SKI MASKS, AND PONCHOS, IN CLASS 25 (U.S.  
CLS. 22 AND 39).

FIRST USE 0-0-1975; IN COMMERCE 0-0-1975.

OWNER OF U.S. REG. NOS. 2,358,931, 2,770,630  
AND OTHERS.

THE MARK CONSISTS OF A STAR WITH A  
BORDER DESIGN.

SER. NO. 76-582,641, FILED 3-24-2004.

STEVEN JACKSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 921,748

Registered Oct. 5, 1971

Renewal Term Begins Oct. 5, 1991

SERVICE MARK  
PRINCIPAL REGISTER

DENVER BRONCOS

PDB SPORTS, LTD. (COLORADO LIMITED PARTNERSHIP), DBA DENVER BRONCOS,  
13655 EAST DOVE VALLEY PARKWAY  
ENGLEWOOD, CO 80112, BY MERGER,  
ASSIGNMENT AND CHANGE OF  
NAME FROM EMPIRE SPORTS, INC.  
(COLORADO CORPORATION)  
DENVER, CO

FOR ENTERTAINMENT SERVICES—  
NAMELY, FOOTBALL EXHIBITIONS  
RENDERED LIVE IN STADIA AND  
THROUGH THE MEDIA OF RADIO  
AND TELEVISION BROADCASTS, IN  
CLASS 107 (INT. CL. 41).

FIRST USE 1-0-1960; IN COMMERCE  
1-0-1960.

SER. NO. 72-362,502, FILED 6-12-1970.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Nov. 12, 1991.*

COMMISSIONER OF PATENTS AND TRADEMARKS

# United States Patent Office

921,750  
Registered Oct. 5, 1971

## PRINCIPAL REGISTER Service Mark

Ser. No. 362,504, filed June 12, 1970

### BRONCOS

Empire Sports, Inc. (Colorado corporation)  
401 First National Bank Bldg., 17th and Welton Sts.  
Denver, Colo. 80202

For: ENTERTAINMENT SERVICES—NAMELY,  
FOOTBALL EXHIBITIONS RENDERED LIVE IN  
STADIA AND THROUGH THE MEDIA OF RADIO  
AND TELEVISION BROADCASTS—in CLASS 107  
(INT. CL. 41).

First use January 1960; in commerce January 1960.

Int. Cls.: 16 and 25

Prior U.S. Cls.: 22, 37, 38, 39 and 50

Reg. No. 1,807,452

**United States Patent and Trademark Office** Registered Nov. 30, 1993

**TRADEMARK  
PRINCIPAL REGISTER**

**DENVER BRONCOS**

PDB SPORTS, LTD. (COLORADO LIMITED PARTNERSHIP), DBA DENVER BRONCOS  
13655 EAST DOVE VALLEY PARKWAY  
ENGLEWOOD, CO 80112

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER PARTY HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 22, 37, 38 AND 50).

FIRST USE 9-0-1970; IN COMMERCE 9-0-1970.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEADBANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS,

SWEATSHIRTS, JACKETS, NECKTIES, SUSPENDERS, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-0-1970; IN COMMERCE 2-0-1970.

OWNER OF U.S. REG. NOS. 921,748 AND 921,750.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DENVER", APART FROM THE MARK AS SHOWN.

SER. NO. 74-309,391, FILED 8-31-1992.

PATRICIA HORRALL, EXAMINING ATTORNEY

Int. Cl.: 16

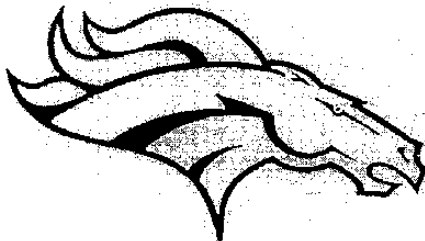
Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, and 50

Reg. No. 2,175,702

**United States Patent and Trademark Office**

Registered July 21, 1998

**TRADEMARK  
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED  
PARTNERSHIP), DBA DENVER BRONCOS,  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

FOR: POSTERS, CALENDARS, TRADING  
CARDS, BOOKS RELATING TO FOOTBALL,  
MAGAZINES RELATING TO FOOTBALL, NO-  
TEPADS, STICKERS, BUMPER STICKERS,  
PENS AND PENCILS, CREDIT CARDS, PAPER  
PENNANTS AND GREETING CARDS, IN

CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND  
50)

FIRST USE 2-4-1997; IN COMMERCE  
2-4-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,  
AND OTHERS.

SN 75-236,319, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

Reg. No. 2,177,555

**United States Patent and Trademark Office**

Registered July 28, 1998

**TRADEMARK  
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED  
PARTNERSHIP), DBA DENVER BRONCOS,  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING, NAMELY, FLEECE TOPS AND  
BOTTOMS, CAPS, T-SHIRTS, SWEATSHIRTS,  
SHORTS, TANK TOPS, SWEATERS, PANTS,  
JACKETS, TURTLENECKS, JUMPSUITS, JER-  
SEYS, WARM UP SUITS, SWIMWEAR, WIND  
RESISTANT JACKETS, PARKAS, SLEEP-

WEAR, NAMELY, ROBES AND PAJAMAS,  
GLOVES, SCARVES, APRONS, FOOTWEAR,  
NAMELY, BOOTS, SNEAKERS AND ATHLET-  
IC SHOES, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-0-1997; IN COMMERCE  
2-0-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,  
AND OTHERS.

SN 75-236,022, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY



Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

Reg. No. 2,177,558

**United States Patent and Trademark Office**

Registered July 28, 1998

**SERVICE MARK  
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED  
PARTNERSHIP), DBA DENVER BRONCOS,  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

FIRST USE 2-4-1997; IN COMMERCE  
2-4-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,  
AND OTHERS.

FOR: ENTERTAINMENT SERVICES,  
NAMELY, PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

SN 75-236,317, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 28

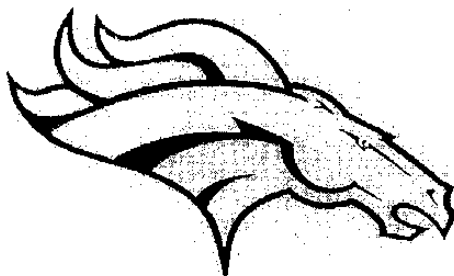
Prior U.S. Cls.: 22, 23, 38, and 50

Reg. No. 2,177,559

**United States Patent and Trademark Office**

Registered July 28, 1998

**TRADEMARK  
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED  
PARTNERSHIP), DBA DENVER BRONCOS,  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112 PDB SPORTS, LTD.  
(COLORADO LIMITED PARTNERSHIP),  
DBA DENVER BRONCOS,

13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

FOR: GOLF BALLS, GOLF BAGS, GOLF  
CLUBS, GOLF CLUB COVERS, BOWLING

BALLS, BOWLING BAGS, FOOTBALLS, IN  
CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 3-0-1997, IN COMMERCE  
3-0-1997.

OWNER OF U.S. REG. NOS. 921,749, 1,889,821,  
AND OTHERS.

SN 75-236,320, FILED 2-4-1997.

MARY ROSSMAN, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cls.: 100, 101 and 107

**United States Patent and Trademark Office**

Reg. No. 2,369,832

Registered July 25, 2000

**SERVICE MARK  
PRINCIPAL REGISTER**



PDB SPORTS, LTD. (COLORADO LIMITED PART-  
NERSHIP), DBA DENVER BRONCOS  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

FOR: ENTERTAINMENT SERVICES, NAMELY,  
PROFESSIONAL FOOTBALL GAMES AND EXHIBI-  
TIONS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 2-4-1997; IN COMMERCE 2-4-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT  
TO USE "97" OR THE REPRESENTATION OF THE  
OUTLINE OF THE UNIFORM JERSEY, APART  
FROM THE MARK AS SHOWN.

THE MARK IS LINED FOR THE COLORS BLUE  
AND ORANGE.

THE DRAWING IS A TWO-DIMENSIONAL REP-  
RESENTATION OF THE MARK, WHICH CONSISTS  
OF THE DESIGN ELEMENTS AND COLOR COM-  
BINATIONS APPEARING ON A THREE-DIMEN-  
SIONAL FOOTBALL UNIFORM JERSEY WORN BY  
PLAYERS IN APPLICANT'S GAMES AND EXHIBI-  
TIONS.

SEC. 2(F).

SER. NO. 75-461,447, FILED 4-2-1998.

KARYN RYAN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

**United States Patent and Trademark Office**

**Reg. No. 2,454,969**

Registered May 29, 2001

**TRADEMARK  
PRINCIPAL REGISTER**

**BRONCOS**

PDB SPORTS, LTD. (COLORADO LIMITED  
PARTNERSHIP), DBA DENVER BRONCOS  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

ROBES, NIGHT SHIRTS AND PAJAMAS, GLOVES,  
MITTENS, KNIT HATS, SCARVES, APRONS, HEAD-  
BANDS, EAR MUFFS AND UNDERWEAR, IN  
CLASS 25 (U.S. CLS. 22 AND 39).

FOR: MEN'S, WOMEN'S AND CHILDREN'S  
CLOTHING, NAMELY, FLEECE TOPS AND BOT-  
TOMS, CAPS, HEADWEAR, T-SHIRTS, SWEAT-  
SHIRTS, SHORTS, TANK TOPS, SWEATERS,  
PANTS, JACKETS, TURTLENECKS, JUMPSUITS,  
GOLF SHIRTS, JERSEYS, WRISTBANDS, WARM  
UP SUITS, SWIMWEAR, WIND RESISTANT JACK-  
ETS, RAINCOATS, PARKAS, PONCHOS, TIES, SUS-  
PENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY,

FIRST USE 9-30-1970; IN COMMERCE 9-30-1970.

OWNER OF U.S. REG. NO. 1,807,452.

SER. NO. 75-898,554, FILED 1-19-2000.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,600,031

Registered July 30, 2002

**TRADEMARK  
PRINCIPAL REGISTER**

**BRONCOS**

PDB SPORTS, LTD. (COLORADO LIMITED  
PARTNERSHIP), DBA DENVER BRONCOS  
13655 BRONCOS PARKWAY  
ENGLEWOOD, CO 80112

FOR: TOYS AND SPORTING GOODS, NAMELY,  
PLUSH TOYS, STUFFED ANIMALS, PLAY FIG-  
URES, GOLF BALLS, GOLF BAGS, BOWLING  
BALLS, BOWLING BAGS, FOOTBALLS, BOARD  
GAMES RELATING TO FOOTBALL, CHRISTMAS  
TREE ORNAMENTS, BALLOONS, JIGSAW PUZ-

ZLES; ALL OF THE AFOREMENTIONED GOODS  
TO PROMOTE AN AFFILIATION OR ASSOCIA-  
TION WITH A PROFESSIONAL FOOTBALL TEAM,  
IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-30-1970; IN COMMERCE 9-30-1970.

SER. NO. 75-898,555, FILED 1-19-2000.

EDWARD NELSON, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

United States Patent and Trademark Office

10 Year Renewal

Reg. No. 943,810

Registered Sep. 26, 1972

Renewal Term Begins Sep. 26, 1992

**SERVICE MARK  
PRINCIPAL REGISTER**

**DETROIT LIONS**

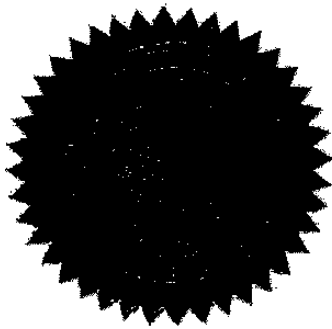
DETROIT LIONS, INC. THE (MICHIGAN CORPORATION)  
1200 FEATHERSTONE ROAD  
PONTIAC, MI 48307

NO CLAIM TO EXCLUSIVE RIGHTS  
IN THE WORD "DETROIT" IS MADE  
APART FROM THE MARK.

FOR: PROFESSIONAL FOOTBALL  
CLUB ACTIVITIES—NAMESLY, FOOT-  
BALL EXHIBITIONS FOR LIVE, RADIO  
AND TELEVISION AUDIENCES, IN  
CLASS 107 (INT. CL. 41).

FIRST USE 9-0-1934; IN COMMERCE  
9-0-1934.

SER. NO. 72-394,898, FILED 6-15-1971.



*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Aug. 24, 1993.*

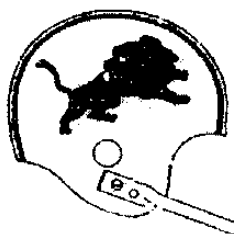
COMMISSIONER OF PATENTS AND TRADEMARKS

# United States Patent Office

972,622  
Registered Nov. 6, 1973

## PRINCIPAL REGISTER Service Mark

Ser. No. 435,636, filed Sept. 14, 1972



The Detroit Lions, Inc. (Michigan corporation)  
1401 Michigan Ave.  
Detroit, Mich. 48216

For: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL GAMES  
AND EXHIBITIONS FOR LIVE, RADIO AND TELE-  
VISION AUDIENCES, in CLASS 107 (INT. CL. 41).  
First use in or about August 1961; in commerce in or  
about August 1961.

No claim to exclusive rights in a descriptive representa-  
tion of a football helmet per se is made apart from the  
mark as shown.

REGISTERED FOR A TERM OF 20 YEARS FROM

Nov. 6, 1973

COMB. AFF. SEC. 8 & 15

*Renewal  
sent*

CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION  
WHICH IS IN FULL FORCE AND EFFECT WITH NOTATION  
OF ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-  
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT  
AND TRADEMARK OFFICE. SAID RECORDS SHOW TITLE  
TO BE IN:

Registered

Attest

DEC 17 1992

*Chano J. Dutton*  
Attesting Officer

*James E. Long*  
Acting Commissioner of Patents and Trademarks

Int. Cl.: 41

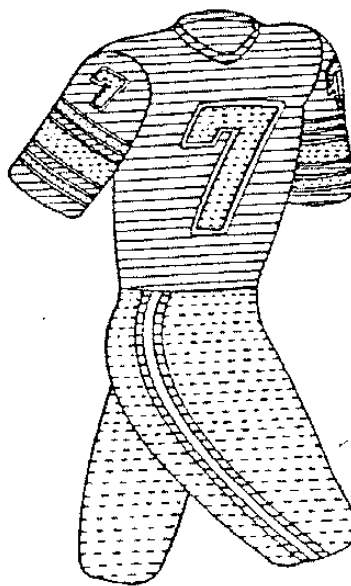
Prior U.S. Cl.: 107

United States Patent and Trademark Office

Reg. No. 1,224,582

Registered Jan. 18, 1983

SERVICE MARK  
Principal Register



*Sections 8 & 5  
affidavit  
filed & accepted*

The Detroit Lions, Inc. (Michigan corporation)  
Pontiac Silverdome, Box 4200  
1200 Featherston Rd.  
Pontiac, Mich. 48057

FOR ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, in CLASS 41 (U.S.  
Cl. 107).

First use Aug. 4, 1979; in commerce Aug. 4, 1979.  
Owner of U.S. Reg. Nos. 943,810, 969,405, 969,407  
and 972,622.

No claim is made to the exclusive use of the

numeral "7" or the outline of the uniform apart from  
the mark as shown.

The mark is lined for the colors Honolulu blue and  
silver.

The drawing is a two-dimensional representation  
of the mark, which consists of the design elements  
and color combinations appearing on a three-  
dimensional football uniform worn by players in  
applicant's games and exhibitions.

Sec. 2(f).

Ser. No. 336,689, filed Nov. 12, 1981.

PETER T. GELISSEN, Examiner



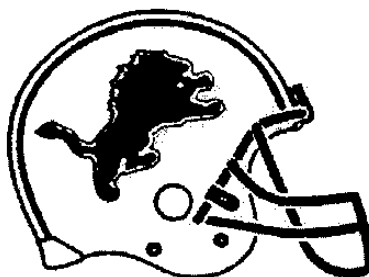
Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 37, 38, 39 and 50

Reg. No. 1,850,662

United States Patent and Trademark Office Registered Aug. 23, 1994

TRADEMARK  
PRINCIPAL REGISTER



DETROIT LIONS, INC. (MICHIGAN CORPORATION)  
1200 FEATHERSTONE ROAD  
PONTIAC, MI 48507

FOR: TRADING CARDS, POSTERS, MAGAZINES RELATING TO FOOTBALL, POSTCARDS, CALENDARS, WRAPPING PAPER, PAPER GIFT BOXES, PAPER STICKERS, PAPER NAPKINS, PAPER TOWELS, BOOKS RELATING TO FOOTBALL, POSTERBOOKS, NOTEPADS, PAPER HATS AND GREETING CARDS, IN CLASS 16 (U.S. CLS. 2, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING AND FOOTWEAR; NAMELY, COACHES CAPS, WOOL HATS, PAINTERS CAPS, BASEBALL CAPS, VISORS, HEAD-

BANDS, EAR MUFFS, KNIT FACE MASKS, BELTS, WRISTBANDS, T-SHIRTS, TANK TOPS, PAJAMAS, GOLF SHIRTS, SWEATERS, SWEATSHIRTS, JACKETS, NECKTIES, BRACES, CLOTH BIBS, JERSEYS, NIGHT SHIRTS, COATS, ROBES, RAINCOATS, PARKAS, PONCHOS, SNEAKERS, GLOVES, SCARVES, SNOW SUITS, MITTENS, APRONS, DOWN JACKETS, LEATHER JACKETS, SHORTS, SWEATPANTS, JEANS, PANTS, KNICKERS, SOCKS, UNDERWEAR, BATHING SUITS AND LEG WARMERS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NO. 972,622.

SER. NO. 74-300,685, FILED 8-3-1992.

LINDA E. BLOHM, EXAMINING ATTORNEY



Int. Cl.: 41

Prior U.S. Cl.: 107

**United States Patent and Trademark Office** Reg. No. 1,899,292  
Registered June 13, 1995

**SERVICE MARK  
PRINCIPAL REGISTER**

**LIONS**

DETROIT LIONS, INC. (MICHIGAN CORPORATION)  
1200 FEATHERSTONE ROAD  
PONTIAC, MI 48307

FOR: ENTERTAINMENT SERVICES IN THE  
FORM OF PROFESSIONAL FOOTBALL  
GAMES AND EXHIBITIONS, IN CLASS 41 (U.S.  
CL. 107).

FIRST USE 9-0-1934; IN COMMERCE  
9-0-1934.  
OWNER OF U.S. REG. NOS. 943,810 AND  
972,622.

SER. NO. 74-528,080, FILED 5-20-1994.

CINDI GREENBAUM, EXAMINING ATTOR-  
NEY

Int. Cls.: 16 and 25

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 39 and 50

Reg. No. 2,692,088

United States Patent and Trademark Office

Registered Mar. 4, 2003

TRADEMARK  
PRINCIPAL REGISTER

DETROIT LIONS

DETROIT LIONS, INC. (MICHIGAN CORPORATION)  
1200 FEATHERSTONE ROAD  
PONTIAC, MI 48307

FOR: POSTERS, CALENDARS, TRADING CARDS, SERIES OF BOOKS RELATING TO FOOTBALL, MAGAZINES RELATING TO FOOTBALL, NEWSLETTERS RELATING TO FOOTBALL, NOTE PADS, STICKERS, BUMPER STICKERS, CREDIT CARDS WITHOUT MAGNETIC CODING, NOTE PADS, PAPER PENNANTS AND GREETING CARDS, PRINTED TICKETS TO SPORTS GAMES AND EVENTS, NON-MAGNETICALLY CODED PREPAID PHONE CARDS, PENS AND PENCILS, PENCIL CASES, RUB ON DECORATIVE TRANSFERS, NOTE PAPER, PICTORIAL PRINTS, PICTURE POSTCARDS, ART PICTURES, STATIONERY, ENVELOPES, STATIONERY-TYPE PORTFOLIOS, PHOTO ALBUMS, SCRAPBOOK ALBUMS, RING BINDERS, CHECKBOOK COVERS, TISSUE PAPER, WRAPPING PAPER, PLAYING CARDS, PAPER TABLE CLOTHS, PAPER NAPKINS, PAPER PARTY HATS, PAPER PARTY INVITATIONS, PAPER GIFT CARDS, PAPER GIFT BAGS, PAPER GIFT BOXES, PAPER DECORATIONS, COLLECTIBLE CARDS, COLLECTIBLE CARD AND MEMORABILIA HOLDERS, SOUVENIR PROGRAMS FOR SPORTS EVENTS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

FOR: MEN'S, WOMEN'S AND CHILDREN'S CLOTHING, NAMELY, FLEECE TOPS AND BOTTOMS, CAPS, HEADWEAR, T-SHIRTS, SWEATSHIRTS, SHORTS, TANK TOPS, JEANS, SWEATERS, PANTS, JACKETS, TURTLENECKS, JUMPSUITS, GOLF SHIRTS, WOVEN SHIRTS, KNIT SHIRTS, JERSEYS, WRISTBANDS, WARM UP SUITS, SWIMWEAR, WIND RESISTANT JACKETS, RAINCOATS, PARKAS, PONCHOS, GLOVES, TIES, SUSPENDERS, CLOTH BIBS, SLEEPWEAR, NAMELY, ROBES, NIGHT SHIRTS AND PAJAMAS, MITTENS, KNIT HATS AND CAPS, SCARVES, APRONS, HEADBANDS, EAR MUFFS, UNDERWEAR, SNEAKERS AND SLIPPERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-0-1963; IN COMMERCE 9-0-1963.

OWNER OF U.S. REG. NOS. 943,810 AND 1,899,292.

SEC. 2(F).

SER. NO. 76-171,661, FILED 11-27-2000.

DOMINICK J. SALEMI, EXAMINING ATTORNEY

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,100,375

United States Patent and Trademark Office

Registered Aug. 22, 1978

10 Year Renewal

Renewal Term Begins Aug. 22, 1998

**SERVICE MARK  
PRINCIPAL REGISTER**

**PACKERS**

GREEN BAY PACKERS, INC. (WISCONSIN CORPORATION)  
1265 LOMBARDI AVE.  
GREEN BAY, WI 54304

FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 1-21-1921; IN COMMERCE 1-21-1921.

FOR: ENTERTAINMENT SERVICES  
IN THE FORM OF PROFESSIONAL

SER. NO. 73-154,475, FILED 1-6-1978.

*In testimony whereof I have hereunto set my hand  
and caused the seal of The Patent and Trademark  
Office to be affixed on Dec. 15, 1998.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Int. Cl.: 41

Prior U.S. Cl.: 107

Reg. No. 1,107,558

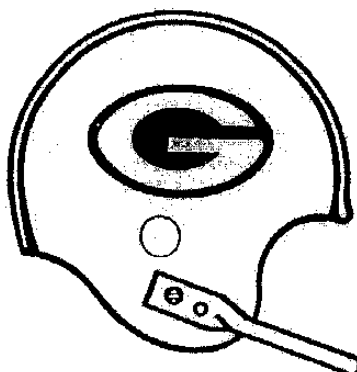
United States Patent and Trademark Office

Registered Nov. 28, 1978

10 Year Renewal

Renewal Term Begins Nov. 28, 1998

**SERVICE MARK  
PRINCIPAL REGISTER**



GREEN BAY PACKERS, INC. (WISCONSIN CORPORATION)  
1265 LOMBARDI AVE.  
GREEN BAY, WI 54304

WITHOUT WAIVING ANY OF ITS COMMON LAW RIGHTS, APPLICANT DISCLAIMS THE REPRESENTATION OF THE FOOTBALL HELMET APART FROM THE MARK AS SHOWN.

FOR: ENTERTAINMENT SERVICES IN THE FORM OF PROFESSIONAL FOOTBALL GAMES AND EXHIBITIONS, IN CLASS 41 (U.S. CL. 107).

FIRST USE 1-15-1960; IN COMMERCE 1-15-1960.

SER. NO. 73-154,476, FILED 1-6-1978.

*In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Apr. 27, 1999.*

COMMISSIONER OF PATENTS AND TRADEMARKS